



Making a small company feel big

Joe Burum and Randy Merrill started opening Joint Chiropractic franchise stores in 2014, and they were successful enough that other franchisees started calling for advice. The calls soon became so overwhelming that they faced a choice: stop giving advice or make a business out of it. Today, GO Launch Pros helps small-business owners open new franchises faster and more efficiently, while overseeing nine of its own stores.

Our cut-rate internet plan wasn't working for us

Like a lot of small operations, we thought ADP was for bigger companies with hundreds and hundreds of employees. So, we used Gusto, one of the less full-featured, less expensive options, thinking that we couldn't afford everything that ADP offered. But Gusto didn't have the flexibility or the HR and personnel management features that we were looking for. Plus, their time frame to enter payroll and get it in the employees' hands was pretty slow. It just didn't work for us.

Once we spent some time with Morgan, the ADP representative, we learned that they had affordable options with more robust features than we were getting with our cut-rate internet plan. She made us realize we really could afford ADP and get those additional services to help relieve a lot of our headaches.







ADP's turnaround time is pretty incredible

Morgan understood our business and came up with a solution that worked for us. Our business manager is able to collect all our data from every store and then assemble the payroll information for everyone.

Joe Burum
Owner



Quick facts

-  **Company:** GO Launch Pros
-  **Headquarters:** Atlanta, Georgia
-  **Industry:** Franchise
-  **Employees:** 50
-  **Locations:** 10
-  **Website:** golaunchpros.com

Business challenge: A web-based payroll provider didn't offer enough flexibility or features to help this small company grow.

How ADP helped: ADP small-business products like RUN Powered by ADP® and Pay-by-Pay® Workers' Compensation premium payment program are designed to grow with your business.

And the speed of ADP's turnaround time is incredible. It allows us to schedule the payrolls at a time that is more convenient for our staff, and we get more accurate payrolls because we're not rushed to complete them.

It's accurate every week, and I'm convinced that it saves us money

We moved our workers' compensation premium payment management to ADP because of their Pay-by-Pay option. Most workers' comp carriers will estimate how much you're going to owe during the year, then do an end-of-year audit where you completely recap all your payrolls, and they tell you how much you owe them or they owe you. That's a difficult, time-consuming, inexact process. The ability to pay as we run our payroll each month avoids that big end-of-year surprise and is much more in sync with our cash flow. It's accurate every week, and I'm convinced that it saves us money.

Look beyond the inexpensive online portals

We're spread across most of the northeast quadrant of Atlanta, so we're planning to make all our HR files digital and use Doc Vault as our central repository for all employee information. This way everybody has easy access instead of different files being stored at different locations.

We're passionate about helping small-business owners open new franchises faster and more efficiently. Our mantra has always been, "We find our success in helping others succeed." ADP does that for us. I would highly encourage anyone to use ADP. Look beyond the inexpensive online portals to find a service that you can grow with, and get more resources to make your small company look and feel like a big company, at competitive prices.

#workingfor

We're passionate about helping small-business owners open new franchises faster and more efficiently. Our mantra has always been, "We find our success in helping others succeed." ADP does that for us. I would highly encourage anyone to use ADP.

The ability to pay as we run our payroll each month avoids that big end-of-year surprise and is much more in sync with our cash flow. It's accurate every week, and I'm convinced that it saves us money.

Joe Burum
Owner