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# PREMIER PAYROLL SERVICES, INC.



*Sarah March Coveney, William D. March, Dianne March*

## ***Celebrating 20 Successful Years as a Family Owned and Operated Small Business***

In 2000, CPA William D. March made a strategic decision to offer payroll services to his accounting clients. He had no idea it would evolve into a thriving family business in its own right — but that is exactly what happened.

Celebrating its 20th Anniversary this year, Premier Payroll Services, Inc (PPS) was initially created as a matter of convenience for Bill's accounting clients who were either doing payroll themselves or encountering inadequate customer service with their national payroll provider. Bill's wife Dianne, who has an MBA in computer science, joined the company to set up the operations end of the business for a systematic approach to accurately and efficiently process payrolls.

The couple started the business with a selected client base of 15. "The main thing was to help my clients get organized," Bill March adds. "Most clients were doing a lot of manual record keeping for payroll and it was just problematic. Bringing it in-house and processing their payrolls helped them get organized, and made their lives much easier," he said.



*We have always been lucky to have the staff we have to help make Premier what it is today.*

PHOTOS BY STYLISH IMAGES





**Whether you have one or one thousand employees, PPS provides services and programs that meet your needs and save time and money.**

Despite PPS's impressive growth, the company has remained a small family business, where employees are considered a part of the family.

As the fledgling company's reputation for excellence in customer service spread, PPS took on a life of its own with a rapidly growing client base that required additional staff. "I don't think at the time we started the company we envisioned where we would be today but it really is not surprising given the dedication of our outstanding staff," explains Dianne. Today, Premier Payroll Services' client base has grown to over 800, but the values they founded the company on in 2000 remain the same:

- Provide accurate pay-rolls in a timely manner
- Treat every client the same, regardless of size
- No voice prompts — phones are always answered by a live person!

A *Magna Cum Laude* Accounting graduate of Widener University, CPA Bill March began his career working for a public accounting firm providing tax advice to businesses large and small. Despite his rise to partner, his entrepreneurial ambition drove him to start his own accounting practice and later a successful foam fabrication company, which he sold five years later. Those experiences gave March the perspective to understand the multitude of jobs a small business owner must complete — from hiring to firing and sales to production. Bill's unique background and entrepreneurial spirit allow

him to understand what it takes to run a small business, an invaluable trait in the payroll industry.

Whether it was applying the latest technology, training clients and staff, or creating printed and digital marketing material, Dianne's background in Marketing (*cum laude* Business Administration - Villanova University) and MBA in Computer Science (*cum laude* - Temple University) enabled her to wear several 'hats' in those early years.



Bill and Dianne's daughter, Sarah March Coveney, CPA, officially joined the 'family' business in September 2007, after working for two years at a large public accounting firm. She specialized in their Healthcare division which exposed her to the multi-faceted aspects of personal and corporate taxes and corporate audit, as well as developed her skills of interacting with clients and multiple levels of manage-

ment. Sarah's background enables her to be involved in all aspects of Premier — from Taxes to Operations to Marketing.

"I always said I was not going to do what my dad does," Sarah says ironically. "After graduating with an Accounting degree from Lehigh University (in 3 ½ years!) and working in public accounting for a couple of years, my dad asked if I wanted to work at Premier to see what that was like.

(Continued on page 8)



Premier Payroll Services, Inc. is located at 290 Main Street, Royersford, PA 19468.



The historic building originally belonged to the prominent National Bank of Royersford.



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## COVER STORY

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I figured I had nothing to lose and I've been here ever since! I know how hard my mom and dad have worked, and what they have sacrificed to grow this business, and how all of us, staff included, have embraced the rapidly changing technology in the world of payroll". She added, "It's amazing to look back to when I started as a kid in high school stuffing W-2s in envelopes to where we are now with the paperless environment! We have all managed to create more efficiencies for our clients and for ourselves, so that we can continue to grow and be successful. We cannot wait to see what changes the next 20 years bring!"

Today, Premier Payroll Services is an established growing business with an eye toward the future. Their target market is small businesses with 20 or fewer employees. Their largest client has more than 400 employees and their smallest client has one, with an average client size of 15 employees. Premier Payroll Services is part of a national network of payroll providers using software developed and maintained by iSolved. With more than four million employees nationwide using iSolved, it is one of the fastest growing human capital management (HCM)

systems on the market today, and was recognized as one of the "Top 10 Payroll Solution Providers" by HR Tech Outlook (a trade magazine whose focus is bringing customers the latest trends based on the top technologies and solution providers). This platform is designed to handle the rapidly changing landscape of Payroll and HR that can no longer be treated separately.

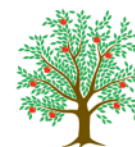
"The payroll industry has changed a lot in the last few years," Sarah March Coveney, CPA explains. "It's no longer just payroll. It's called Human Capital Management (HCM) which integrates Payroll with Employee Self Service, Time & Attendance, HRIS and Benefits in a very user-friendly web-based module. It is a balance of finding what your clients' needs are and tailoring your services to those needs. We are not going to sell additional services that our clients do not really need. While we are capable of it, we only want to provide what they actually need, and offer very cost-effective fees. The industry continues to evolve with other types of services they can tack on, like 401Ks, insurance, and so on.

(Continued on page 10)

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## COVER STORY

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We are of the mindset that we want to stay in our 'lane' and handle payroll to the best of our abilities. If clients need additional resources or services beyond the HCM system, we refer them to trusted third parties with no commission or referral fee involved. It's purely about serving our clients' needs."

The business was originally headquartered in a single office on Route 113 in Phoenixville. As staff were added to accommodate growth, they went from one room to five rooms, and eventually outgrew the building. The search for new space began in 2009.

"The business had started to take on a life of its own," explains Dianne. "We knew it was going to continue to grow and we would need additional staff and more space. With Sarah's commitment and our definite belief in her ability to eventually run Premier and take it to the next level, it made sense to invest in a building to accommodate that growth," she said.

"We looked for two years to buy a building but we could not find anything that made any sense," Bill said. Their patience paid off in 2011 when the prominent Bank of Royersford building (built in 1928) located at 290 Main Street became available, as the previous owner had outgrown that space. "We loved the building," Dianne said. "At first we thought it was going to be turnkey, but once we got into it, we decided to completely gut it," she said. The building features a large open floor plan on the first level with a large walk-in bank vault, and offices on the second floor and lower level. According to Bill, "The building had good 'bones' so we knew we purchased something we could work with. But over the next 5 months we had to redo everything from windows to heating/air conditioning, plumbing, floors, ceiling, bathrooms and kitchen." He added that the borough officials were "incredibly supportive" throughout the process. "Mike Leonard, the borough

manager, couldn't have been better."

Despite Premier Payroll Services' impressive growth and success over the past 20 years, the company has remained, at its core, a small family business, where valued employees are considered a part of the family.

"When we look back, we feel very blessed with the staff we have had over the years," Dianne explains. "We have had three employees with over 15 years of service. We are a family. Our success is absolutely the result of their efforts. In return, it is very satisfying to us that we were able to help them grow beyond what they may have thought they were capable of, giving them the opportunity to increase their knowledge, responsibilities and wages," she said.

Sarah adds, "We have always been lucky to have the staff we have to help make Premier what it is today. We have very loyal employees who take personal responsibility for what goes on. Two of our employees earned their Fundamental Payroll Specialist Certificate this past year. We don't require them to take those exams, but they wanted to, which shows their dedication."

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## COVER STORY

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Looking ahead, Premier Payroll Services will continue to change with the technology and ultimately, Sarah says, "We always want to provide our clients with a prompt response and solutions to their questions so customers can: submit their payroll easily / make sure their employees are paid correctly and on time / and get back to focusing on the business of *their* business!"

tion / Sick / PTO based on your rules. Employees view PTO balances online eliminating the need for manually tracking PTO!

Time & Attendance systems also provide Supervisors with PTO calendar by day/month/year to see who is already scheduled off before approving any request, offer flexible programming to track Overtime, Rounding Rules, Flex Lunches and much more. Reports are available in real time, showing missed punches so they can be corrected immediately.

## SERVICES

Whether a client has one or one thousand employees, Premier Payroll Services provides services and programs that are customizable to their needs – allowing them to save time and focus on their core business.

Premier Payroll Services provides a powerful web-based payroll solution, plus integrated Employee Self Service, Time & Attendance, and HRIS and Benefits modules to streamline payroll operations while enhancing flexibility, security, and control. Hundreds of companies have trusted their payroll and tax filing to Premier Payroll Services because of their experienced staff, excellent customer service and competitive pricing.

### Time & Attendance

Time is important yet many organizations have not automated timekeeping. And despite its importance, most companies do not realize how much money they waste on suboptimal timekeeping. Premier's Time and Attendance program is fully integrated with their payroll system, iSolved. This means no more exporting, importing, or duplicate data entry. All time-tracking needs are managed from one place.

Time & Attendance systems reduce labor costs up to five percent and improve the accuracy and efficiency of payroll calculations, all while ensuring ACA compliance. Hours automatically flow to Time Entry Grid after admin/managerial approval on web-based module – no more keying data. Time & Attendance systems accrue Vaca-

### HRIS and HR SUPPORT CENTER

By bringing the essential functions of Payroll and HR together, Premier's HR module in iSolved simplifies people management with HRIS (Human Resource Information System). All critical functions are in one database - and fully integrated with payroll.

From onboarding to HR management, the HR module is easy for both employer AND employee— since new hires and current employees can easily submit, sign, and view information electronically. The paperless onboarding system reduces inefficiencies with the hiring process – notifying appropriate personnel in a timely manner and taking new employees through all of the necessary steps, tasks, and forms that are part of a company orientation.

When it comes to everything a payroll service should be... accurate, reliable, flexible, affordable, and personable — Premier Payroll Services, Inc. checks all the boxes. This combination of characteristics has proven to be a formula for success, as the company celebrates its 20th Anniversary in 2020, and looks forward to continued growth and success for years to come!

**Premier Payroll Services, Inc.**  
is located at 290 Main Street,  
Royersford, PA 19468.

For additional information,  
please call 610.917.2281; email:  
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