

# The Best Kept Secret

FOR

**small business success**

- ◆ Improving Business Performance
- ◆ Managing Financial Operations
- ◆ Minimizing Employee Turnover



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**Overview:** Instead of spending time on administrative responsibilities and worrying about compliance and regulations, learn how a PEO can help alleviate your company's HR burdens so you can get back to business.

# Introduction

**M**any businesses struggle with growth, but small businesses also struggle with the burden of fewer resources that larger corporations are accustomed to. Burdens such as payroll, taxes, safety, benefits and other administrative tasks can bog down small businesses when the main focus should be on revenue and growth. The good news is, you don't have to deal with these responsibilities alone.

As a small business owner, you have limited resources and limited time to deal with day-to-day HR activities, and that's where a PEO (Professional Employer Organization) can help. Outsourcing your specific HR-related tasks to a PEO allows you to take your business from surviving to thriving.



## Grow Your Business Tip:

Small businesses that use the services of a PEO **grow 7-9% faster** than those that do not.

*– Professional Employer Organizations: Keeping Turnover Low and Survival High, McBassi & Company, 2014 (NAPEO.org)*

# Why Choose a PEO?

It's not conducive for small business owners to spend time on HR tasks when there are higher-level priorities that need to be taken care of. Plus, most small business owners don't have the crucial HR, regulatory compliance and risk management training or accounting and payroll skills needed to stay up to date in the industry. Luckily, a PEO is there to take care of all the those headaches.

Plus, you will gain a variety of benefits when you partner with a PEO including group medical, dental and vision insurance, long and short term disability coverage, life and AD&D insurance and even a 401(k) retirement plan.

***Did You Know?*** PEOs provide access to healthcare for as many as 4 to 6 million people. - NAPEO, 2014

## **More Reasons**

### **to Choose a PEO:**

Through a PEO, the employees of small businesses gain access to big-business benefits. In fact, 40% of businesses that use PEOs upgrade their benefit packages as a result.

- [NAPEO.org](http://NAPEO.org)

## **10 Key Benefits of Using a PEO:**

- Stop wasting your time on HR and administration responsibilities
- Gain a variety of benefits that are typically unavailable to small businesses
- Receive top-notch assistance with recruitment, retention & employee management
- Reduced accounting & payroll costs so you can spend more money promoting your business
- Proper safety program limits regulatory penalties while also improving employee retention and productivity
- Streamlines the payroll process so it's always convenient for employees
- Improved workers' compensation & claims management assures both the employer and employee are protected
- Quality retirement benefits such as 401(k) crucial for employee's future
- Satisfied employees reduce the risk of high turnover rates for your company
- Affordable medical, dental & vision insurance you weren't able to offer before

# How Does a PEO Work?

When you start using a PEO, a co-employment relationship is formed, which means both the PEO and you as the business owner have an employment relationship with your employee. But don't worry, you will maintain full control of your employees and the PEO only takes care of specific allocated tasks.

WHAT THE PEO MAINTAINS:	WHAT YOU MAINTAIN:
HR management	Business decisions & operations
Liability	Product development & production
Risk management	Sales
Payroll services	Marketing
Employee tax compliance	Other business services

## The PEO and You Both Maintain

Employment law compliance responsibilities.

As you can see, you will keep all the responsibilities as a successful business owner, but you will get rid of the HR responsibilities that are keeping you from really building your business.

**How Much Time Can a PEO Save You:** Nearly 40% of small businesses spend 80 hours per year on federal taxes. That equates to 2 full work weeks spent on federal taxes alone. - *Nsba.biz*



# Is a PEO Right for Your Business?

If you find yourself consistently spending time working on HR responsibilities instead of promoting your business, a PEO is probably a good fit for your business. Administrative overload is common in small businesses and a PEO is there to take that load off the business owner's shoulders.

Do I need a PEO Checklist:

- ✓ Need for growth and to keep an edge over your competition?
- ✓ Having problems keeping up with the ever-changing HR laws?
- ✓ Are you spending the majority of your time on taxes, payroll or other HR tasks?
- ✓ Are you losing employees due to the lack of benefits?
- ✓ Are you are spending your "time-off" working on employee-related situations?
- ✓ Are you worried about safety issues, workers' compensation & claims management?
- ✓ Have you found yourself overlooking government regulations?

If these are some of the concerns you have, a PEO can definitely take care of your business.

In fact, PEOs such as UniqueHR and many other PEOs have a dedicated team to support a variety of companies.



Small businesses managing payroll, workforce administration, time & attendance, and health & welfare benefits in-house using premise-based or hosted software solutions spend on average 18% more administering these functions than organizations that outsource these functions.

– Price Waterhouse Cooper (PwC), *The Hidden Reality of Payroll & HR administration costs, 2011*

# Finding the Right PEO for Your Business

If you have decided that a PEO is right for your business, now it's time to figure out which one is really right for you. One of the most important things to finding the right PEO, is to make sure they can match your goals. Here are a few key factors that should help you choose the BEST PEO for your business needs.

- **What Kind of HR Does Your Business Need** – With all the PEOs out there, knowing exactly what type of HR your company needs is an essential question. Figure out if you need full benefits, payroll support, tax help and other administrative tasks, or if you just need one or two services. Many companies, such as UniqueHR, also offer workers' compensation & claims management and workplace safety.
- **Compare Cost & Offerings** – The cost of a PEO will vary depending on the size of your company and the types of benefits you are looking to offer. Do your homework and research different costs and services among many different PEOs. You may be surprised at the affordability of a PEO. The majority of the time it can be cheaper than hiring full-time accounting and HR staff.
- **Is it a Reputable Company** – Not only should you check references from other clients or colleagues, you should also research the history of the PEO. Look for companies with memberships with reputable organizations such as NAPEO and those that have a long-standing history in the business. For instance, companies with a reputation like UniqueHR, who have almost 4 decades of expertise in Human Resources and Labor Law Compliance and are trusted in the PEO industry (ESAC, CI, CEFEX accredited), is a good option.
- **Great Customer Service** – Spend some time talking to a variety of PEOs. Determine if the level of customer service is satisfactory with each PEO, mark down which company gave you great customer service and consider those companies to be at the top of your list. After all, if you ever need customer service, which you most likely will, you want it to be pleasant.

Partnering with a PEO doesn't have to be intimidating. Asking the right questions and knowing what your business needs is at the forefront of finding a great PEO.

Actuarial data shows that PEOs aggressively manage workers' compensation risks and reduce basic costs of workers' compensation by as much as **25%** for small business enterprises. - NAPEO, 2014

# Finding the Right PEO for Your Business

## **About UniqueHR - The partner you've been looking for**

Since their inception almost 4 decades ago, UniqueHR has grown to become the premiere leader in the Professional Employer Organization (PEO) industry. Backed by their economies of scale and resources, UniqueHR is the trusted advisor and total human resource solution for small and medium-sized businesses. They focus on identifying and mitigating employment-related risk exposure, thus reducing employer-related liabilities and controlling associated costs. This allows their clients to focus on the core competencies which grow their business.

UniqueHR offers diverse solutions including in-depth capabilities in Human Resource Management, Employee Benefits, Risk Management, Payroll Services and Staffing.