

HOW EXPERT FINANCIAL SUPPORT ENABLES SANDRA SHEBANI TO FOCUS ON BUILDING HER REAL ESTATE BUSINESS

BSH Accounting manages the financial details allowing Sandra to meet the needs of her clients

Sandra Shebani is a real estate consultant focused on residential real estate, home improvements, and property management in dazzling San Diego, CA.

THE CHALLENGE:

FACING THE ENORMOUS HURDLE OF SETTING UP HER BUSINESS FINANCES

When Sandra Shebani launched her career as a real estate consultant, she was new to the United States. A different financial system, employment laws, and tax structures overwhelmed her.

After launching and selling several business ventures in Europe, a new process felt complex and intimidating. She realized she needed a strong partner to rely on. In order to track income and expenses, she needed to grow and implement systems and processes. Hiring new employees and contract workers was confusing. She even needed help setting up bank accounts. Without these things, she wouldn't be able to bring her business vision to life.

In addition, to successfully break into the San Diego real estate market, she had to figure out how to promote her business.

Sandra needed time to focus on getting her name out there and working with clients. Yet, the time required to learn business accounting was staggering.

This was far more than she could figure out on her own. She needed help.

SOLUTION:

MONTHLY ADVISORY MEETINGS, PERSONALIZED SUPPORT, AND A COMPLETE SOLUTION FOR ALL FINANCIAL REQUIREMENTS

Sandra turned to BSH Accounting, which specializes in supporting small businesses in the San Diego area. Owner Brian Hershman worked one-on-one with Sandra as she set up her business, assisting her in every step of the way.

His first task was to amend one of Sandra's tax returns. Impressed with Hershman's proactive approach, she hired Hershman to handle all her tax, financial, and business planning and preparation.

In addition, Brian runs Sandra's payroll. He does her bookkeeping, which includes tracking income and expenses every month.

He helped her incorporate her company and structure her bank accounts. He calls her clients with advice and Sandra truly sees him as a strong asset in her team.

Finally, Sandra benefitted from monthly advisory meetings with Brian. He used this time to advise Sandra on how to spend money to grow her business, how to consult her clients in the ever changing market and how to invest smarter. They discussed her income and expenses so she knew when she had made a profit. He suggested books for her to read and shared marketing advice. Knowing she didn't have to make every decision alone gave Sandra confidence. And as her business grows she looks forward to Brian's continued help.



"When I have questions about my business, he's on call."

Brian is knowledgeable, creative and driven, and his excitement fuels Sandra's hunger for success.

THE RESULTS:

EFFORTLESS ACCOUNTING ALLOWS SANDRA TO RUN A PREDICTABLE BUSINESS

Thanks to Brian's help, Sandra owns a fully operating S Corp that has every system it needs to function and excel. BSH Accounting transformed Sandra's business.

Brian taught Sandra how to invest the money she had so she could improve the quality of her business. She learned how to use her capital intentionally.

Brian's proactive approach makes Sandra's life easy. He sends emails reminding her to keep enough money in her accounts to meet upcoming expenses. Tracking expenses allows Sandra to run a predictable business. With Brian's help, she's created financial goals and knows when she is meeting her criteria.



"I'm not in business on accident anymore. I'm on purpose."

Sandra can turn to Brian for help at any time. She recently needed to pay out an employee who was leaving and moving overseas. She sent Brian a text asking what she needed to do. Brian quickly broke down how much Sandra should pay her employee and how much tax to withhold. He consulted her on how to leverage time and capital to grow her own bankability. That's the kind of high-level service Sandra has come to expect from BSH Accounting.

Sandra loves making the immense process of purchasing and designing a home easy for her clients. BSH Accounting provides the same benefit to Sandra. Brian simplifies the complex and confusing financial details and makes them effortless.

That high-level service allows Sandra Shebani time and freedom to focus on elevating her service to her clients.