

15 YEARS



paysmart
payroll specialists

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PICTURED: FROM LEFT, CORINNE HEMPT, SARA WIRT, JESSICA WATSON, CHRIS GEHR, KELLI GIFT, KIM YOHE AND JAMIE CRONE. PHOTO/J. ELTON ZIMMERMAN PHOTOGRAPHY

PAYSMART PAYROLL SERVICES

PAYSMART IS THE DEFINITION OF SMART PAYROLL SERVICES FOR SMALL BUSINESSES

After 15 years in business, PaySmart Payroll Services offers its services to more than 500 Central Pennsylvania companies. More specifically, it caters to the small business segment.

PaySmart began as the payroll department of local accounting firm, Gift & Associates. In 2002, PaySmart separated from the accounting firm and rebranded. As its own entity, it is able to focus solely on payroll services, including tax payment service, workers' compensation, online time clocks, employee onboarding and background checks.

Having been with PaySmart since 2005, and then becoming its managing member in 2007, Kelli M. Gift, CPA, is passionate about serving clients. She credits PaySmart's success to big-firm offerings with small-firm customer service.

"We focus solely on small businesses," she said. "We are really in the trenches with small business owners."

That's because PaySmart itself is a small business made up of eight employees, including Gift. Jessica Watson is the new client concierge, while Chris Gehr keeps clients up to date on new services as its current client concierge. Tax specialist Sara Wirt is in charge of all electronic files and taxes, followed by Corinne Hempt, who leads a team of payroll specialists.

What makes the business unique is that clients aren't as-

signed to just one payroll specialist. Instead, with its personal approach, every PaySmart team member is knowledgeable about and able to serve every client and their business needs.

By staying at the forefront of payroll technology, PaySmart has remained a leader in the industry. For example, the company switched from accounting software to payroll software, which increased efficiency and allowed staff members to spend their time and energy on improving customer relationships.

PaySmart also offers cost-effective choices. Some businesses want payroll portals while others want to continue to use paper systems. PaySmart presents a range of choices without having to build a massive infrastructure, allowing it to offer services that are designed specifically for small businesses at small-business prices.

Being knowledgeable and dependable is key for PaySmart. It remains current on ever-changing tax codes and payroll legislation, making sure clients stay compliant and informed. Plus, it keeps clients informed via social media updates, free seminars and e-newsletters, helping them maximize the benefits of PaySmart's products and services.

In addition, clients have 24/7 secure access to payroll information. That includes employee access to paystubs and W-2s, as well as the ability to easily make changes to their payroll information such as addresses and direct deposit.

"We're passionate about what we do," Gift said. "We pride ourselves on what we bring to the table for small businesses."

2002	4	Stephen Gift, CPA, CFP®, PFS	3	South-central PA	1
&	EMPLOYEES	PRESIDENT & CEO	SERVICES	GEOGRAPHY COVERED	LOCATIONS
2017	7	Kelli M. Gift, CPA	10	South-central PA	1