

Success Story

American Financial Management fosters client success one customer at a time

Alabama-based accounting firm uses Sage products to streamline and simplify business management for clients across the US

Paul Young, President of American Financial Management (AFM), started using accounting programs at the age of 14. Three decades later, he's still in front of the computer, although he's expanded from working out of a single room in his father's house. Using his well-developed skill set to the benefit of companies and individuals across the country, AFM's clients range from restaurants to farm management, and lawyers to doctors.

Sage is helping the company not only to grow themselves, but also to help others grow as well.



Key outcomes

- Reduced man-hours
- Cut labor costs more than 50%
- Optimized workload with cloud and automation

The Sage logo, consisting of the word "Sage" in a bold, sans-serif font.

Company
American Financial Management

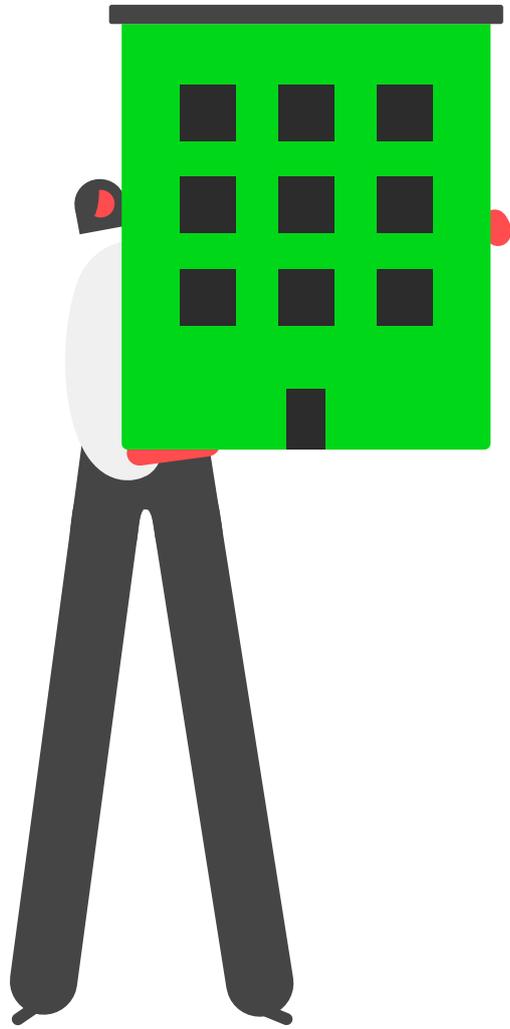
Location
Alabama, US

Industry
Accountants and Bookkeeping

Sage Products
Sage 50cloud Accounting



About American Financial Management
American Financial Management and Tax Practice have been providing advice and support to businesses for over 50 years, from small family enterprises to large corporations.



The next tier

Since those early days, Paul has taken AFM to great heights, but there's always higher to go. With Sage, AFM has developed a working formula that allows his clients and their businesses to grow and develop, while also boosting the standing and efficiency of his own work as well.

"We're the opportunity company here to help people grow. And if we can help you grow, then we're going to be successful because our job is to help one person every day. And if we help that one person, we're going to grow," said Paul.

It just works

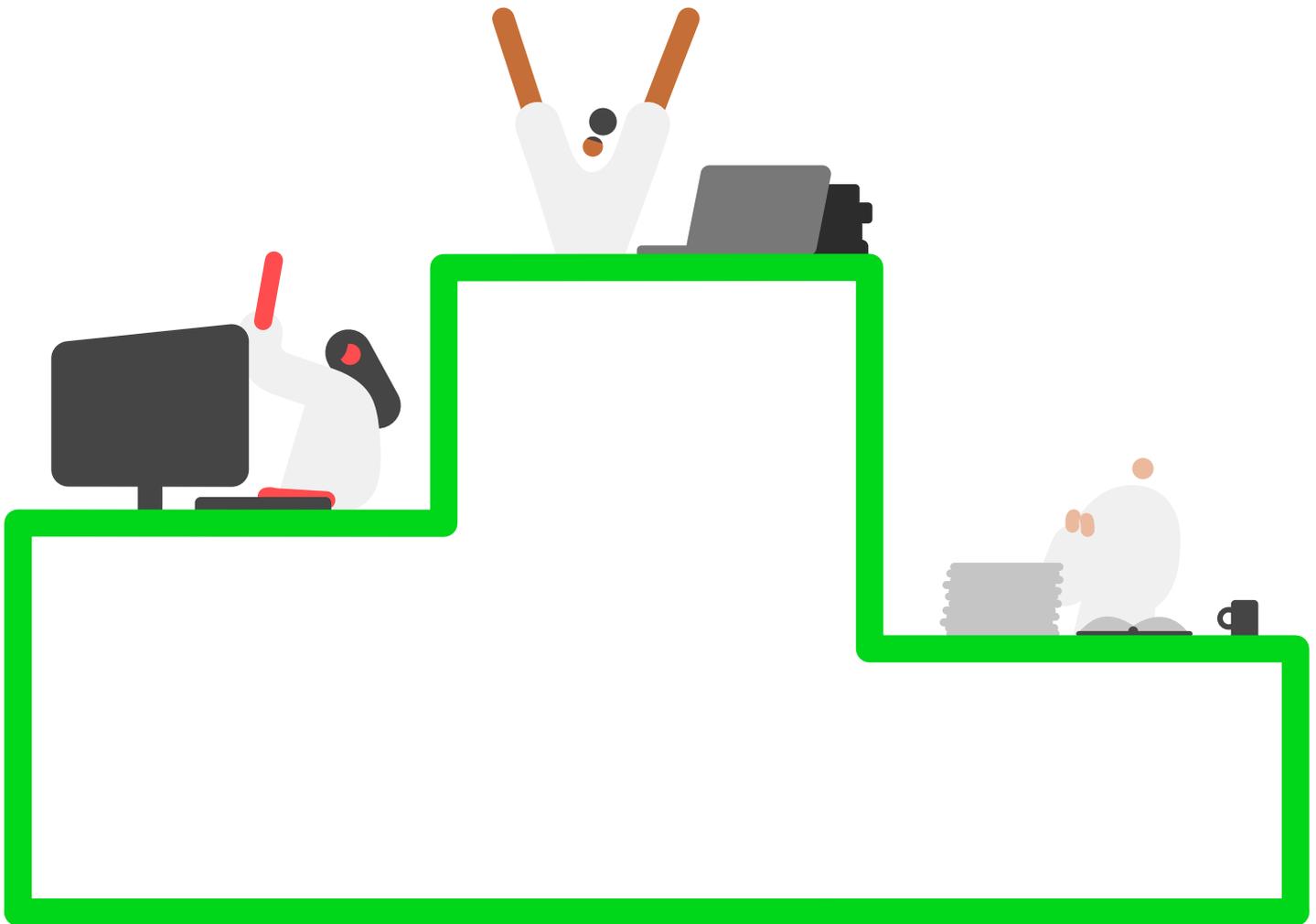
Years of expertise have taught Paul and AFM one thing: people just want something that works. It really is that simple. With decade after decade of devoted work together and proven results, there's a reason Paul and his clients keep coming back.

For example, when reflecting on the onboarding process for one new client with a very specific chart of account customization requirements, Paul cheered, "Oh my gosh, for them that went from an 18-hour day down to an eight-hour day. Then we cut it down to four hours. Then they got it down to about three hours. And now this year, we've turned it into less than a three-minute job," said Paul.

A symbiotic relationship

Paul is a member in the Sage Accountants Advisory Council (SAAC). He provides feedback to the company on his experience in the marketplace and with his customers. In this way, Sage gets valuable insights that can then impact the user experience moving forward.

"Some people just think you put gas in the tank, and it goes. It doesn't work exactly like that. Sage does a lot of good product evaluation. 'Hey, do y'all want to give feedback on this or that feature/function?' We get the opportunity to contribute and make the product better," he said.



“We think our relationship with Sage is a very rock-solid one.”

Paul Young

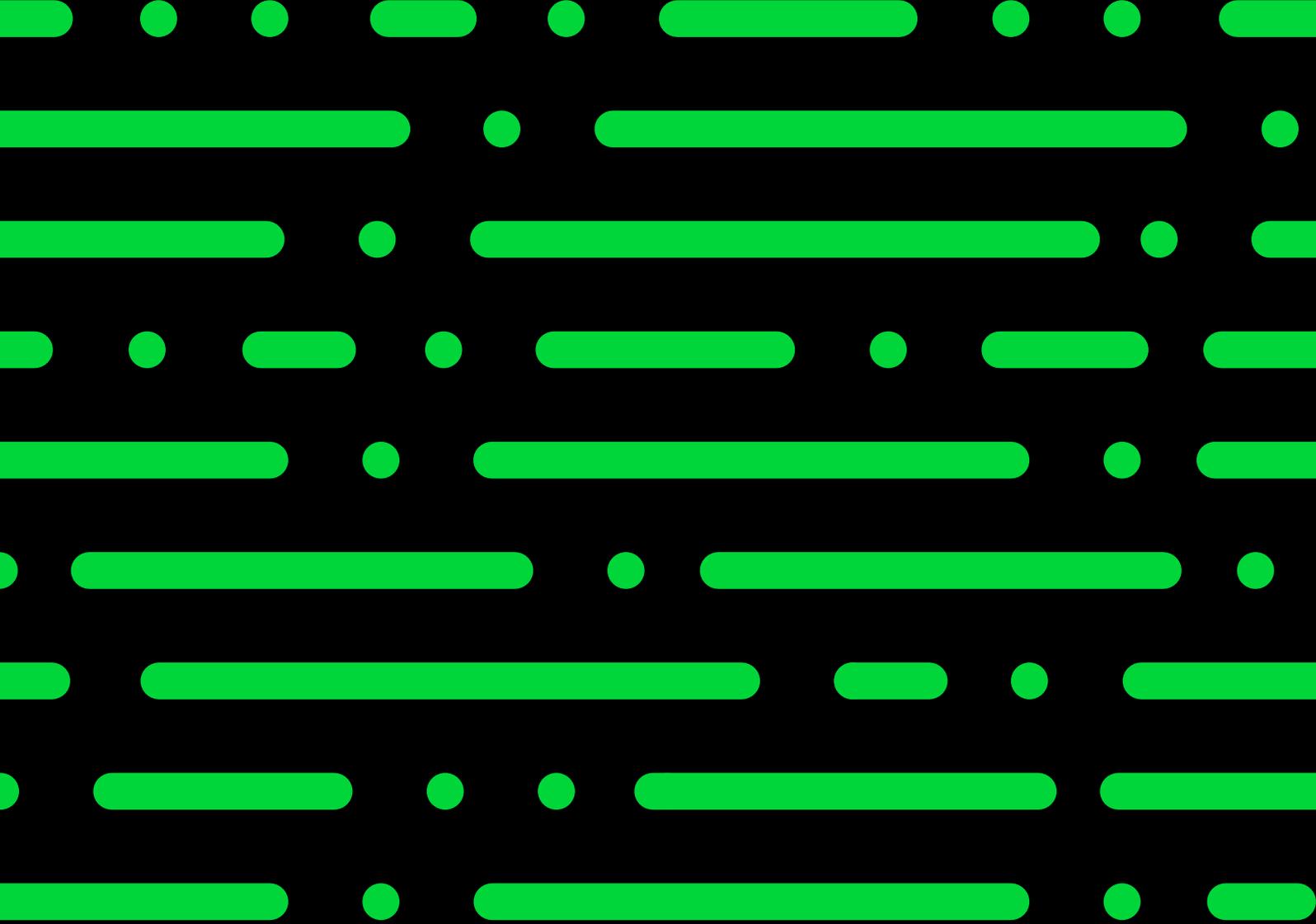
President, American Financial Management

Automated peace of mind

Unlike many accounting solutions built for the SMB market, Sage offers a rich assortment of addons with tight integration into the Sage platform. For example, the ability to add tightly integrated apps like MISys, has enabled Paul to ensure his clients can maximize the automation of routine business processes and free up their time for other higher-level tasks.

“I talked to a lady that has three or four hundred locations using Sage 50cloud Accounting and they all auto report back into one set of books every night from each of their different Sage 50cloud Accounting installations. That is amazing,” Paul said. It’s been a long road since that single-room, father-and-son business, but the process that AFM has kept in place has seen wonderful results. The company knows that the best way to help themselves prosper is to help others do so first. They’re no strangers to patience. It’s kept them going this long, and it’s what will see them move forward for years to come.

“I was seeking out all my software vendors who could help me take my business to the next level. We were doing everything we possibly could. We felt like we were killing ourselves. It wasn’t about the money, it wasn’t about the software, we just needed time. That’s when we went to Sage, and they started to help us to develop. That was ’08, and we’ve helped Sage, and they’ve helped us,” said Paul.



Sage

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