

## 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



Company

**American Financial Management**

Location

**Alabama, US**

Industry

**Accountants and Bookkeeping**

Solution

**Sage 50cloud Accounting**

For more info, visit:

<https://www.sage.com/en-us/sage-business-cloud/accounting/>



*Paul Young and his father Bo Young, founder of American Financial Management (top center), are central to leading the AFM team.*

**“We don’t want to fail. We don’t want to go backward. We want to push somebody to the next tier.”**

Paul Young, President, American Financial Management

#### **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 Young.

#### **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 Young.



*Hands-on leader Paul Young explains how the power of Sage solutions can simplify the lives of their customers.*

**“That’s what people ask for... a simplified interface that functions without having to spend 85% of their time putting out fires.”**

Paul Young, President, American Financial Management

#### **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.

#### **Automated peace of mind**

Unlike many accounting solutions built for the SMB market, Sage offers a rich assortment of add-ons 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.



*Spending one-on-one time with customers is central to the way AFM does business.*

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

Paul Young, President, American Financial Management

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 Young.



### **About Sage50cloud Accounting**

Sage50cloud Accounting is a powerful cloud-based accounting solution that makes managing your small business finances easy with time-saving automation, invoicing, easy-to-understand reporting, and remote access that will help you improve cash flow, get paid faster, and get more done.