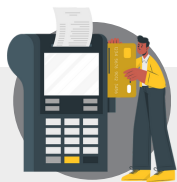# SOFTWARE FOR SMALL BUSINESSES

PAYMENT PROCESSING

recommendation:

Square

- Accepts **credit/debit**
- **Variety** of hardware available
- Can use **cell phone** or **tablet** as point-of-sale registers

MANAGING CUSTOMERS

recommendation:

HubSpot

All-in-one **Sales & Marketing Platform:**
- Capture & **nurture** leads
- Schedule **meetings**
- **Email** marketing

💡 **FOR A 14 DAY FREE TRIAL:**
https://humantouchcrm.ca

BOOKKEEPING & INVOICING

recommendation:

INTUIT quickbooks

- Track **revenue** & **expenses**
- Track **payroll**
- Track **mileage**

REGISTERING YOUR BUSINESS

recommendation:

ownr

- **Easily register** or **incorporate**
- Online/phone support
- Legal support
- E-document storage

💡 **FOR 20% OFF, REGISTER AT:**
partners.ownr.co/crg9ajc08cap

EXISTING ON GOOGLE

recommendation:

Google
Google My Business

- **Appear** in google **search**
- Post hours of operation
- Appear in Google **Maps**
- Get customer **reviews**
- **Link** website and media

MILEAGE TRACKING

recommendation:

MileIQ

- CRA approved software
- Uses phone GPS to **track your mileage**
- Creates an accurate driving log
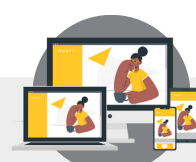- Helps to **claim vehicle expenses** on your **taxes**

PAYROLL MANAGEMENT

recommendation:

Wagepoint

- Auto- calculates employee **taxes** and **deductions**
- **Pay** employees with **direct deposit**
- Online **employee portal** for access to their **T4A**

💡 **FOR 10% OFF, REGISTER AT:**
https://www.wagepoint.com/assoc/
tbc-nipissing-parry-sound/

CREATING A WEBSITE

recommendation:

Carrd

- **Easily** create a **free**, simple 1-page **website**
- Share basic information with the public
- Attach website to Google My Business profile