



## Referring clients to a trusted outsourcing partner



**Kevin Bryden, CPA**  
Partner,  
Bryden & Associates CPA Limited

Bryden & Associates CPA Limited is a full-service accounting firm that provides its clients with accounting, tax and business advisory services with a specialization in merger and acquisitions. Kevin Bryden and his team of 12 support over 300 business clients and 800 individual clients. But Bryden & Associates isn't your average accounting firm. Instead of only supporting clients during tax season, they're known for year-round support and partnership through strategic planning.

## Outsourcing payroll equals more bandwidth

Bryden and his team have been referring clients to ADP for quite a while. Fifty of their current clients use ADP services to manage their payroll. Referring clients to ADP for payroll instead of taking the payroll on themselves — as some accounting firms do — is a massive time-saver for them. "We have more bandwidth to focus on profitable and strategic support," says Bryden.

Because they aren't spending valuable time running payrolls, they have more time to work on value-adding planning and building relationships with their clients. That's why Bryden believes that their partnership with ADP and the ability to refer ADP for outsourcing their client's payroll helps Bryden & Associates stand out from the competition.

## Easy access to data

Not only has referring clients to ADP for payroll helped streamline value-adding work for Bryden & Associates it's also helped them easily access their client's data all in one place. Once a month, they'll utilize the accountant access portal on ADP to pull client data. This allows them to prepare journal entries and other reporting functions without bothering the client.

## A confident recommendation

When clients or colleagues ask Bryden about outsourcing payroll, he gives a firm and confident recommendation for ADP. "The first three letters out of my mouth are ADP," Bryden says. "I know they'll get a dedicated ADP resource to help them onboard and to reach out to if any questions arise."

Knowing his clients will be well taken care of by a best-in-class partner is why he always recommends ADP.

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### Quick Facts



**Company:**  
Bryden & Associates CPA Limited



**Headquarters:**  
Truro,  
Nova Scotia



**Industry:**  
Financial Services



**Employees:**  
12



**ADP Products:**  
ADP Workforce Now®



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