



# Asure HR Compliance

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2023 Asure Reseller Partner Conference



# Speaker Introduction



**Mary Simmons**

**Vice President, HR Compliance**

SHRM & HRCI Accredited

25+ Years in Human Resources



# Why HR?

## The Alphabet Soup of Compliance

### ADA

American with disability Act; federal law for employers of 15 employees'+, must make a reasonable accommodation for qualified employees.

### FLSA

Fair Labor Standards Act; federal law for employers of 2+ employees, establishing minimum wage and overtime over 40 hours in a week.

### E-VERIFY

Federal system to ensure employees are eligible to work in the US, mandated in 22 states

# Why Refer Asure HR Services to Your Clients?

## REVENUE

Generate additional revenue with 4 service levels to meet clients' needs and budget.



## CLIENT CONNECTION

Provide a valuable new service that demonstrates interest in client's growth



## RETENTION

HR subscription boost retention by expanding the portfolio of services used



## COMPLIANCE

Offer a high-value solution that empowers your clients to maintain compliance & peace of mind.



This service is access to HR experts to support compliance. It does not compete with your payroll offering.

# Basic HR

- New Service Level Includes:
  - HR Hotline to discuss difficult employee situations
  - HR Compliance Library; templates and state and federal forms
  - Training videos
  - Weekly compliance updates
  - Handbook builder



**New HRC Level  
Exclusively for  
Resellers**

# 1 HR Support for Managers



- On-demand HR resource library
- Phone & Email support for Managers with a certified HR professional on any HR issue
- Annual Handbook review & updates with new policies and HR regulations
- Compliance Posters sent to your office to meet local, state and federal mandates

# 2 Strategic HR for Managers



Everything in **HR Support** plus:

- Monthly meeting with Sr. HR exec
- 6 Total trainings and/or projects to satisfy state requirements + HR best practices
  - HR Audit of current HR policies and supply missing forms
  - Review job descriptions
  - Wage and hour review, FLSA, I-9, EEO-1, Vets report, hiring process review, etc.
  - Anti-sexual harassment training, HR 101, Interview training & more

# 3 Total HR for All Employees



Everything in **Strategic HR** plus:

- Phone & Email support for ALL employee relation issues
- Compliance guidance: Wage and Hour, local/state/federal emp laws, EEO-1 reporting, and Vets report
- Annually: 6 custom training, 10 salary survey, onboarding, emp survey, online exit interviews, perf. mgmt., hiring procedures, 10 job description, & recruiting plan
- Weekly strategic meetings with management on HR initiatives

# Do the Math

## LEVEL 3 | Total HR

- Total HR for an outsourced solution that supports the business from on-boarding to off-boarding and everything else in between!
- Fees are \$30,000 annually- referral fee is 20%= \$6,000 for the year.
- Additional revenue with no additional work and a happy client!

Asure increased HR revenue from \$500K to \$6M in just one year!



**\$30K**

ANNUAL  
SUBSCRIPTION

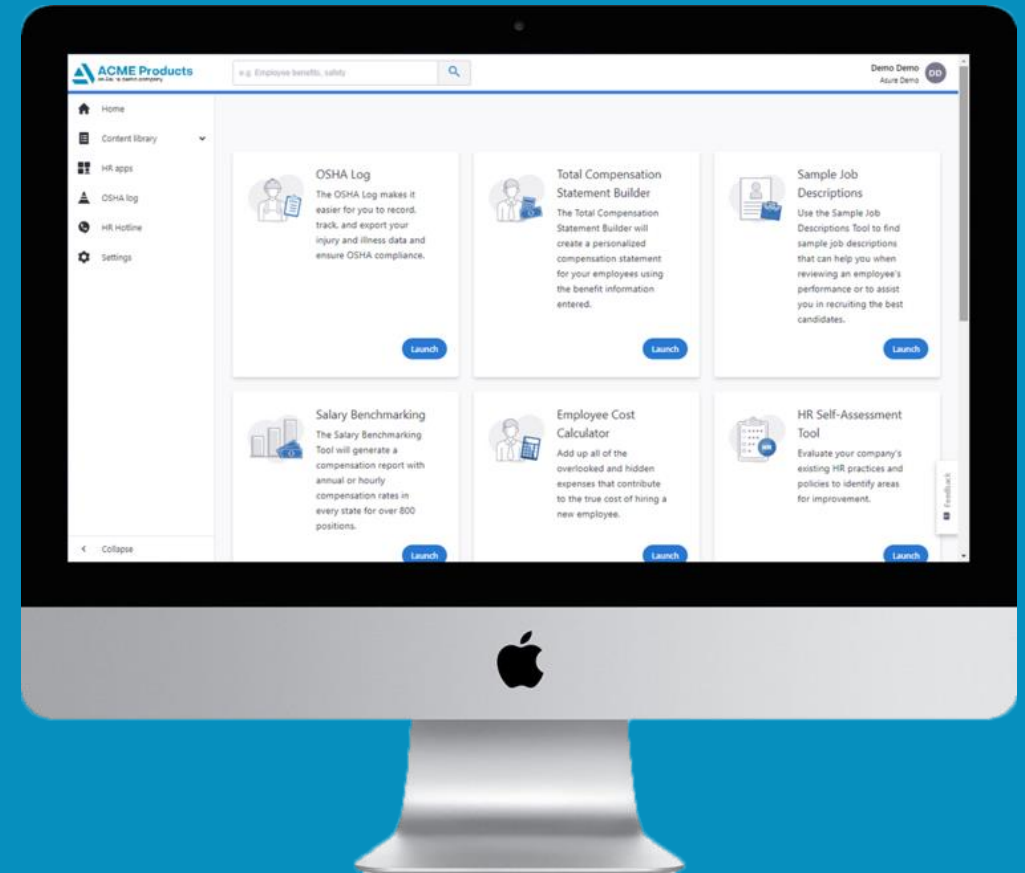
**\$6K**

REFERRAL  
FEE  
OF 20%

# HR Compliance Library

## Increase Client Connection

- HR Training Videos
- HR Apps: Create job descriptions, interview questions and more
- Sign up for weekly HR compliance updates
- Access to federal, state and local HR forms, such as offer letters, termination letters, warning notices, FMLA or state leave forms
- Information on state and federal employment laws with links



**Access to more software  
makes clients stickier**



# Client testimonial

## Employee Handbook & Training



### **Large healthcare company (CA):**

continual compliments and feedback regarding how much they value and appreciate the management virtual trainings and how the employee handbook is their guide to expectations and consequences.

Successful growing companies use HR services.

**Your Competitors offer HR Services.**

# Client Testimonial

## HR Assessment



A small Restaurant (NM) Management team: felt that Asure HR compliance “saved them” from continuing to be out of compliance with I-9s... both through Asure’s webinar on this topic, and interactive communication with their dedicated HRC regarding their questions and how to move forward.

**Just like you, your clients want to spend their time growing their business NOT researching and performing HR requirements!**

# Client Testimonial

## Projects



### **Chemical distributor (WA):**

so grateful for assistance with projects such as EEO-1 filing, AAP and continual assistance with LOA requests and paperwork. It saved them considerable time.

**Give clients peace of mind that HR is covered by Asure HR Services**

# Client Testimonial

## Employee Relations



### **Building owners (TN):**

“We could not have done it without you” regarding guidance and assistance with all the employee relations issues over the past year. Managers learned from the HRC how to handle situations in the future!

**The most expensive thing about HR is not having HR assistance!**

# Q & A



# Thank You!

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