

AS SEEN IN southbay magazine

WOMEN IN BUSINESS 2014

Women in Business



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Beach Cities Accounting provides outsourced accounting and finance support to small and mid-sized businesses and high wealth individuals. A CPA for more than 20 years, Kathy Flynn McQuiggan worked for years in corporate America before taking a break from her full-time career to start a family and spend time with her young kids. She launched Beach Cities Accounting in 2012, and business has been nonstop ever since.

What makes your firm unique?

"We use cutting-edge technology to streamline our clients' accounting systems; this cuts costs and also allows business owners to manage their finances from anywhere, including mobile devices. Our level of expertise is also unique: Each team member is a candidate or already certified as a CPA and/or a certified Intuit QuickBooks Pro Advisor, or in the process of certification. We provide all levels of service, from assisting a small business with

payroll, payables and reconciliations to providing a complete, out-sourced accounting department and CFO/controller services for mid-sized businesses."

FAST FACT

As both a California CPA and an Intuit Advanced Certified QuickBooks ProAdvisor, Kathy is in an exclusive group of the top 1% of Intuit QuickBooks ProAdvisors worldwide.

Who's your typical client?

"A professional service firm with revenues between \$1 million and \$20 million. This might be a law firm, physician's office or contractor. We love working with startups. Many businesses fail within the first five years due to ignorance about their financial operations. Our clients are empowered because they navigate with an accurate financial picture."

What are the biggest benefits your clients gain from working with you?

"Our clients gain more time, save money and gain the financial insight to make better business decisions. They also avoid the problem of accounting department staff turnover, which causes the loss of valuable knowledge and processes."

What are the advantages of the third-party oversight you provide?

"We can work with the client's bookkeeper directly or review their work. This ensures that things are handled correctly and that financial reporting is accurate. It also is a deterrent to fraud. Whether we work with an in-house bookkeeper or provide all the accounting services ourselves, it's helpful for a business to have a third party providing oversight of financial information. We can't prevent fraud, but we can help owners implement the checks and balances to deter it. As we like to say, we are 'Your Financial Lifeguard.'"