

# Paychex is big, but has small business in mind

By **CHARLES PAULLIN**  
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**NEW BRITAIN** — They've been in business for over 40 years with a national backing, but their bread and butter is helping small businesses with what they call human capital management.

Paychex is the No. 1 company in the country for payroll, retirement programs, insurance and overall human resources services, said Bo Brown, a Paychex sales consultant serving communities in Hartford County.

"They don't care just about business; they care about clients as well," said Brown. "It doesn't matter what industry it is, but I'm relevant to you."

Paychex, with over 7,000 employees around the world, provides overall protection for businesses by handling human resource issues, such as making sure employees receive proper on-boarding help with paperwork, departure procedures, and the overall following of the workplace protocol and culture.

"What's nice about our company is you can use us to get yourself buttoned up, know the do's and don'ts and learn how to efficiently run your business," said Brown, a Hartford native. "Most businesses know their craft, know their specialty ... but there's no one coming in teaching you this is what you should do or not do."

"Everybody else is coming in telling you, you owe us this, you did this wrong," he added. "So Paychex legitimately takes the approach of being



Courtesy of Bo Brown  
Bo Brown is this area's sales consultant for Paychex.

an overall business consultant for their clients."

Adding to Paychex' local, small-business appeal, Brown said, businesses will need to deal only with himself for information on services, and one other person in case of emergency services. But support from the entire com-

pany, which is the American Institute of Certified Public Accountants' preferred vendor, is available.

Paychex provides a website and desktop platform while also providing an app interface for businesses to use, all streamlined with one login.

At the same time, Brown can use more traditional methods such as telephone and fax to provide assistance to Paychex customers.

"Our biggest pitch is integration of services equates to savings, so you're not piecemealing everything," said Brown.

Paychex is looking to help businesses with the work opportunity tax credit, which gives them a \$1,200 to \$10,000 credit for having a veteran, felon, person receiving food stamps, person on vocational rehabilitation, long-term unemployed person or inner-city youth from a designated "empowerment zone" work a certain number of hours.

"Everything Paychex does is designed for the small-business market," said Brown.

Brown, a member of the New Britain Opportunities Industrialization Center board of directors and New Britain Rotary Club, is also looking to establish incentive programs

for nonprofit to benefit from their services.

For more information on Paychex services, Brown can be reached at [bbrown3@paychex.com](mailto:bbrown3@paychex.com) or 860-655-8904.

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