

WHAT IS A PEO?

Discover One of the Best Kept
Secrets of Successful Businesses

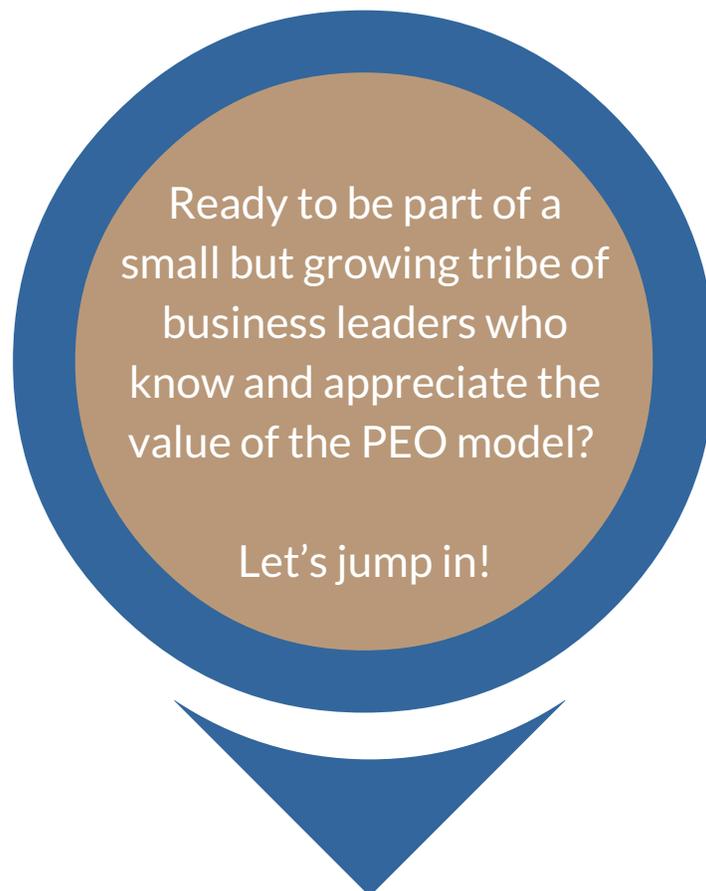
Thanks for downloading our guide, *What Is a PEO?* We promise to keep this as simple and fun as we can. And we won't be using a bunch of HR lingo just to show off. Yuck!

Why do we call PEOs a best kept secret of successful businesses?

PEOs provide services to between 156,000 and 180,000 small and mid-sized businesses, and between 2.7 and 3.4 million employees. These are big numbers, right? But, that's only 2% of businesses in the United States.

The PEO concept seems complex from afar, but in reality they just deal with the complex. PEOs actually make the complex extremely simple.

Business leaders who take the time to understand the PEO solution rarely pass up the opportunity to have a partner that helps them lighten their administrative burdens, control business costs, normalize cash flow, and reduce their compliance risk. We want to do our part in helping the word spread, so we created this guide.



LET'S START WITH WHY PEO COMPANIES EXIST...

Today's business owners are faced with more challenges than ever. PEO companies help you overcome challenges in **two main areas**:



1. How can my business **survive**?



2. How can my business **thrive**?



Did you know about half of all new businesses survive five years or more and about one-third survive 10 years or more.

PEOs exist to be a partner that can help your business not just survive, but thrive.

In the following sections, we'll take a close look at **what** solutions a PEO will provide your business, **how** they do it, and **why** a PEO might be the partner your business has been searching for.

Take a breath. You're gonna make it. You're gonna grow. Keep reading to learn how a PEO can help.

WHAT IS A PEO?

Professional Employer Organization

n.

1.

a. Commonly represented by the initialism "PEO"

2.

b. A Professional employer organization is a partner for your business that makes having employees easier through a unique HR outsourcing relationship.

See also:

Professional - A person engaged in a specified activity as one's main paid occupation rather than as a pastime.

Employer: A person engaged in the act of employing

Calling a PEO a “professional employer” is very accurate because they are professionals at being an employer. Their focus is on everything that has to do with employment. What are you a professional at?

THE 4 MAIN WAYS PEO COMPANIES MAKE HAVING EMPLOYEES EASIER:

1. Payroll and Tax
2. Employee Benefits
3. Human Resources and Regulatory Compliance
4. Workers' Comp and Risk Management

The unique HR outsourcing relationship a PEO has with their clients is called the co-employment model, but we'll get into that later. For now, here's what a few people have to say about PEO companies...

"A Professional Employer Organization (PEO) is one of the best-kept secrets of many successful small businesses."

- Joe Worth of Entrepreneur.com

"A partner to make your business simpler and more efficient, so that you have more time for the important things and you sleep better at night."

- Barrett Whittington, SPHR, SHRM-SCP, Senior

"If trading off control over your human resources administration to obtain up to 40 percent more time in your day to run your business sounds like a bargain, then working with a PEO may be the right decision for your company."

- Jeanne Grunert - Intuit Quickbooks

"PEOs let you focus on your core business by outsourcing payroll and other employee-related tasks that can be tough for a small business to manage."

- Ashley Smith of the Business News Daily

THE ABC'S OF PEO BUSINESS PROTECTION

You probably didn't start your business because you are passionate about being an employer and the duties that come with it. Business managers are better at managing a business when they aren't managing the latest payroll fiasco. Talented HR professionals don't dream of pushing paper and taking care of regulatory compliance either.

PEOs liberate business leaders and HR teams to do what they do best and maximize the impact they have on the growth and health of their companies. To explain how a PEO does this in the simplest terms possible, we created the ABC's of PEO business protection.

A

Administrative burdens that take your attention away from growing your business. Don't let daily, mundane hassles slow you down. Turn those headaches over to a PEO!

B

Business costs which hurt your profitability. Workers' compensation, health benefits, and employee lawsuits will all cost you money. PEOs provide the proven tools to control your expenses and put money back in your pocket where it belongs.

C

Compliance risks that endanger your ability to stay in business. Federal, state, and local governments all have rules and legislation which can have an impact on your business. PEOs identify, mitigate, and manage each of these potentially devastating compliance risks for you.

WHAT CAN A PEO HELP YOU WITH?

**selling the
business**

**more time
and focus**

**controlling
costs**

**offering competitive
employee benefits**

**payroll &
tax**

**strategic
growth**

**free-up
internal HR**

**healthcare
changes**

**business
process
improvement**

**employment
laws and regs**

**stability
and risk**

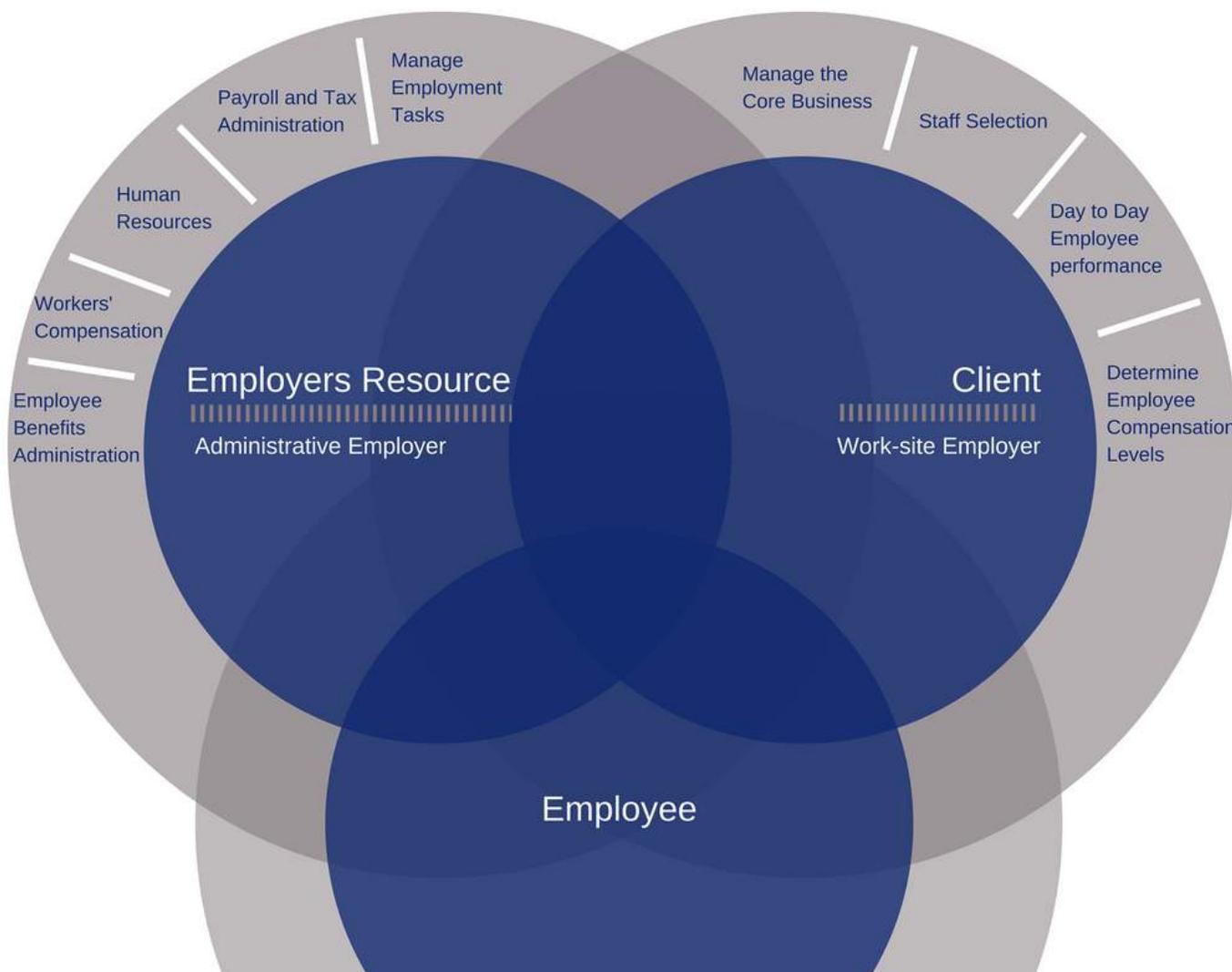
**SURVIVE
&
THRIVE**

WHAT IS CO-EMPLOYMENT?

Okay - we have to use this “lingo” because you can’t talk about PEOs without talking about co-employment. We’ll do our best to keep it as painless as possible.

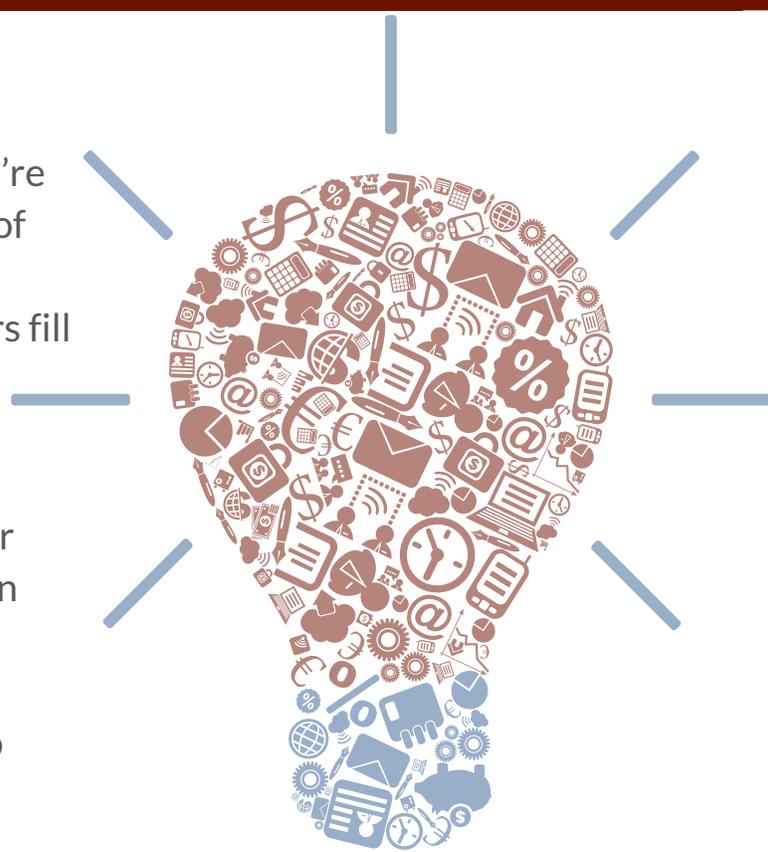
Co-employment is the relationship you enter when you partner with a PEO. Sometimes this is referred to as joint employment or employee leasing. In the **co-employment model**, you still control your employees’ daily duties and core job functions. The PEO/co-employer does not supply a workforce, but they handle the administrative functions and often liabilities that come with having employees.

Co-employment is that “unique HR outsourcing relationship” we mentioned in our PEO definition above that makes the complex challenge of having employees remarkably simple.



Do you ever feel like you're doing the job of three or even five different people? You're not alone. A **recent study** found that 90% of small business owners fill 3 or more roles regularly and 44% of small business owners fill at least 5 different employee roles.

Good news, there is relief through the co-employment model. Professional Employer Organizations are professionals at being an employer and they can take a few of those extra jobs off your hands. Here's a simple breakdown of the benefits a PEO brings to your business.



STARTUPS AND SMALL BUSINESS OWNERS WILL ENJOY THE FOLLOWING BENEFITS OF A CO-EMPLOYMENT MODEL:

- Simplify your business and cashflow.
- Shared liability
- Decrease in employee related paperwork
- Expert HR administration and support
- Access to fortune 500 caliber benefits
- Compliance help
- Workers' comp insurance programs
- Advanced safety support
- Complete payroll services

MIDSIZE COMPANIES WHO PARTNER WITH A PEO WILL FIND ADVANTAGES LIKE:

- Human Resources team freed up for more strategic tasks
- Simplified payroll processing in any state
- Help with compliance and changing healthcare laws for Applicable Large Employers
- Access to human resources software and timekeeping technology
- Better benefits and insurance offerings at competitive price points



A PEO OFFERS STRENGTH IN NUMBERS

One of the major benefits of partnering with a PEO is getting access to solutions typically exclusive to large companies. The PEO is able to pool all of their clients' employees into one large company which allows the PEO to take advantage of benefits and discounts. The [co-employment model](#) extends those benefits to you and your employees. Other benefits include:

- Stable infrastructure
- Improved efficiencies
- Technology
- Expertise
- Strategies to control costs related to health insurance premiums
- Strategies for decreasing and controlling workers compensation insurance premiums
- Discounts on other insurance and employee programs

Go into business **FOR** yourself,
not **BY** yourself.

COMMON MISCONCEPTIONS

It's common for business owners to worry that if they release some of their employee related responsibilities they will lose a certain degree of control. This is simply not true! You'll still determine your business objectives, dictate your agenda, and most importantly you'll still direct your employees' daily activities. Whether you're the HR department, or you have a large in-house team, a PEO simply serves as an "upgrade" without having to add staff.

The only change you should notice is more time and focus available to work on your business' core goals (and possibly a better night's sleep knowing your business is protected). Some estimate this as 40% more time back in your day.

Be the **LEADER** your employees need,
we'll be the **EMPLOYER**.

After working with a PEO, many business owners report **increased customer and employee satisfaction** because they are more focused on customer experience and employee engagement than HR administrative headaches.

Not all [PEO companies](#) are created equal! It's important to choose the right company based on your specific needs. One thing to take into consideration is if the PEO you choose will benefit all of your employees. Consider where you are based, where your employees work (especially if in multiple locations), and consider what regions you plan to employ in the future.

PEO COMPANIES 101

SUMMARY

1

PEO stands for Professional Employer Organization.

2

PEOs are NOT staffing companies or payroll companies.

3

PEO companies can be a great option for companies with any number of employees (even companies with in-house HR teams).

4

PEOs make use of the co-employment model.

ABOUT EMPLOYERS RESOURCE

We are a PEO who does not believe in over-complicating things. Our service agreement is only two pages. We charge a per employee admin fee that covers all of our services per pay period. We don't nickel and dime.

If our clients need us, they call us and we answer. It's that simple. If something is wrong we fix it. No client ID numbers, call centers, giant processing centers, or other obstacles to make you feel like just a number.

It's a *complete* and *custom* employee solution for your business. Our services cover everything from payroll and tax, employee benefits, HR administration/compliance, workers' comp, unemployment, and safety.

WHY WE DO WHAT WE DO

We believe the dreams of American entrepreneurs are brave, vitally important to protect, and downright awesome. Protect? Yeah, we believe this dream of yours is under attack. We don't need to quote the barrage of statistics -- you already know firsthand that surviving as a small business is incredibly challenging today. You're doing a great job fighting this fight. We just want to give you more ammo.

Be a **"full-time entrepreneur with employees"** instead of being forced into becoming a **"full-time employer."**

WHAT MAKES US DIFFERENT?

Perhaps the biggest difference between www.360PEO.com and other PEOs or HR firms is that **we do the work**. So many companies in our industry have developed ways to put the HR work back in your lap using software that promises to do it all for you. They just give you the tools to accomplish it. When this happens, YOU are still the one doing the work! We believe this defeats the original purpose. We do it all, with humans (friendly ones who know you by name) so that your business can focus and grow.

Have you ever called for a plumber and instead of a plumber they send you some tools and a manual? This is what companies who try to replace HR with software are doing to businesses.

There's a big difference between a service provider and a business partner. We are a *partner* in every sense of the word.

We are a national PEO licensed in all 50 states. Pick a spot in any state to have employees, and we've got you covered. We also offer the strongest 100% satisfaction guarantee in the industry. If, for any reason, you're not satisfied with our services in the first 90 days, we'll give you a 100% refund, no questions asked.

"We do the right thing. Our relationships with our clients are real. We work very hard to establish our partnerships and meet the client's needs. We are different because we care. We are their 'partner' in business."

-William Webb, Senior Business Consultant at

www.360peo.com

CONTACT US

Having employees can be simple and easy. Get a free, no obligation, custom quote [here](#) to get started today.

"I was with my previous vendor for 15 years until I started running into problems. In my search for a new PEO, I found 360PEO which has been one of the most amazing companies I've ever done business with. I don't think there is a price that you could offer that would get me to even consider switching. They're one of those rare businesses who are truly a partner for us and not just a vendor."

- Susan Lagana, CFO in NY, NY.

"I just want you to know that 360PEO changed our lives. They have literally become partners in our business, which continues thriving today, much to the credit of 360PEO. Nita and I share with others often that the very best decision we have ever made is contracting the services of 360PEO."

- Mitch Schulman, business owners in NY, NY

We make having employees easier.

(855) 667-4621

www.360peo.com



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