

Penny Wise



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# It's fall, y'all! 🍂

Can you believe we're officially starting the fourth quarter of 2023?! Around the office at Evert Penny Books, October brings prepping for the **upcoming** tax deadlines and the start of planning for year-end.

If you filed an extension for your Form 1040 or Form 1120 in April, this is your reminder to file your return by **Monday, October 16th** (unless you've received an extension by being in certain disaster zones).

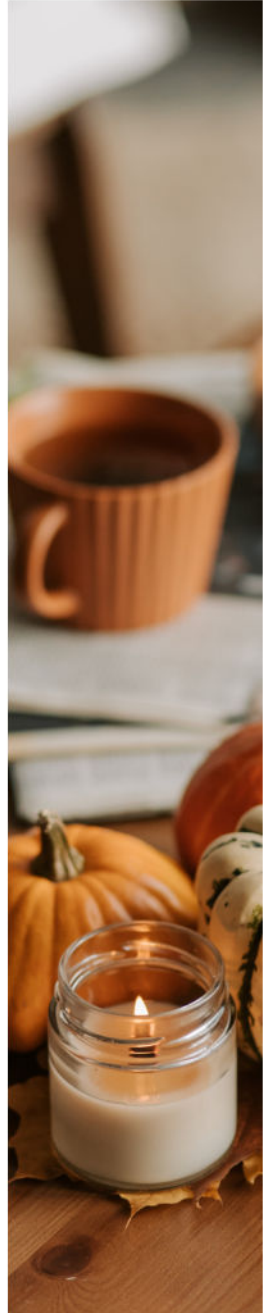
# Spooky-Good 👻 Financial Reports

If you've been reading my newsletter long enough, you're probably **very** familiar with the three main financial statements. Today I'm sharing three more reports that can give you **scary** levels of insight into your business:

**A/R Aging Summary:** This report shows who owes you money! It includes the amount owed and when the payment is (or was) due.

**Sales By Customer:** This report summarizes how much of your sales comes from each one of your customers.

**A/P Aging Summary:** This report shows how much you owe each of your vendors and when your payments are due.



# Know a friend who could use our help?

The biggest compliment is that you trust us with your bookkeeping needs. The second biggest compliment is when you send your friends our way!

Word of mouth is the best referral a client can give. If you think someone you know could benefit from working with us feel free to connect us.

Your support of our small business makes all of this possible, **thank you!**

## Starting a new business?



One of the first (and most important) things you can do to set your new business up for success is to choose the correct form of business entity!

Hit REPLY and let me know that you'd like a copy of my "Structuring Your Business For Success" guide to learn the pros and cons of the most common entity types!

I hope you and your family have a fun, safe Halloween! I'll leave you with one of my best candy-corny accounting jokes: what's your accountant's favorite candy? **PayDay!** 🍬



- Lourene