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## **PRESS RELEASE**

For Immediate Release

### **What To Do If Your Payroll Company Is Acquired**

**Baltimore, MD (April 13, 2010)** When industry giants acquire local payroll companies, businesses should consider the potential effects on their staff, personnel, and productivity, said Martha Burman, founder of Baltimore-based Custom Payroll Services (CPS), a designated WBE (Woman Business Enterprise).

“Clients of a local payroll provider that has been bought by a huge payroll services company may think that it’s safer to just stick with the new company,” Burman stated. “However, I’ve seen, time and time again, that bigger is not necessarily better, especially when companies are accustomed to the personalized attention and higher quality services that smaller payroll services companies often provide.”

In addition, Burman points to the serious problems that can occur during the conversion process from a company’s existing payroll system to the new company’s payroll system. “Many of our customers come to us after experiencing problems during their conversion from their trusted, local payroll provider to a huge multinational company. Data was lost, ex-employees were still being paid, and the payroll taxes were messed up.”

According to Burman, payroll services providers should distinguish themselves in three ways -- with superior, high-caliber software programs, with exceptional customer service, and by being locally based.

“Being able to deliver on these critical points has been the foundation of Custom Payroll Services’ continued success over the past 15 years,” Burman emphasized. “It breeds both customer loyalty and employee loyalty. Our customers have been with us, on average, for seven to eight years. They are confident that when they call us with a question or a problem, we answer the phone and provide solutions.”

Burman said that her company’s commitment to innovation and constantly improving the “customer experience” has fueled CPS’s growth and created unique services not offered by other payroll companies. “A recent example is our unique ‘Construction Site’ conversion process,” Burman said.

After several months in development “Construction Site” was introduced to new CPS customers in 2009. Much like watching a new building being built, from excavating the ground to constructing the building floor by floor, CPS customers can watch their account being converted to the CPS system day by day. “Our clients love it!” Burman explained. “By the end of the first week of conversion, they are no longer nervous or worried. They watch it develop before their eyes.”

In addition, CPS has gone paperless by streamlining many processes online. CPS is the only [Baltimore payroll services company](#) that provides customers with fully integrated payroll, time and attendance, human resource management, and open benefit enrollment on the Internet. This provides a unique experience for the employee who can go to one portal for all employment needs.

“I’m very proud of what we’ve done here at CPS over the past 15 years,” Burman concluded. “For local companies that are confused about who they can trust with their payroll services business, I encourage them to check us out – whether they have 50 employees or 2,000 employees. A bigger payroll services company is not always better, but a smarter payroll services company is definitely always better.”

### **About Custom Payroll Services**

Custom Payroll Services (<http://www.CustomPayrollServices.com>) is a Baltimore-based WBE (Woman Business Enterprise) founded by Martha Burman in 1995. The company provides a full roster of over 45 payroll services to small, medium, and large businesses in the mid-Atlantic region. CPS partners with insurance providers and benefits providers to offer full and complete services to clients. CPS consists of an experienced staff of payroll, tax, and conversion specialists. Each CPS client is assigned a dedicated payroll specialist who becomes their direct contact for any questions. CPS prides itself in its superior, quality software program and exceptional customer service.