

**CUSTOMER SUCCESS**



## Peachtree Makes Better Horse Sense than QuickBooks® for Hickory Grove

The name Hickory Grove may conjure up fond pastoral images of a rural farm or ranch, dotted with horses and antique tractors. But thanks to owner Chris Mertens, this slice of Americana is not imaginary. Nestled in southeast Iowa just a few miles off the new Interstate 27 “Avenue of the Saints” highway, connecting St. Louis to St. Paul, near the Missouri state line—Hickory Grove is totally unique. It’s the only business of its kind in the area. Customers can board horses overnight or for an extended stay, purchase and repair horse trailers, get modern-day smith repairs to horse equipment, plus repair and collect antique, two-cylinder John Deere tractors that have been out of production for decades. Since opening in early 2007, more and more people who travel with horses have enjoyed stopping by Hickory Grove to use its overnight facilities.

### Inaccurate State Taxes Spurs Change

When Mertens tried to set up the books for her new business on QuickBooks®, she was bucked off her saddle. “I’ve been a QuickBooks user for many years in other businesses, since the DOS days—but not anymore. The whole purpose of using an electronic bookkeeping package is so that at the end of the day the financials are accurate and you don’t have to spend all your hard-earned dollars on a CPA. It should also ease the drudgery of doing the books by hand. Unfortunately, I found neither to be the case,” says Mertens.

“After Intuit mistakenly recommended the wrong version for my business, I had to turn around and spend more for the QuickBooks small business version. Then I tried to process my local Iowa state taxes using it. And, it came out wrong. We have state sales, school, and option taxes that need to be figured separately. QuickBooks tries to lump these three together. So, I checked it the old fashioned way with a pencil and a calculator, and the numbers were way out in left field,” Mertens continues.

### Peachtree Speaks the Language of Small Businesses

After a frustrating experience with Intuit’s call center staff, Mertens began to search for software to replace QuickBooks. She requested evaluation copies of Peachtree and DacEasy because she had prior experience using both products. “After I received the evaluation guides, I noticed that both programs were a part of Sage Software. Plus, every time I called

**Customer:**

**Hickory Grove HM, LLC**

**Industry:**

Overnight Horse Boarding; Smith Services for Horses, Equipment, and Vehicles; Antique Tractor Repairs

**Location:**

Mt. Pleasant, Iowa

**Number of Locations:** 1

**Number of Employees:** 2

**System:**

**Peachtree by Sage Premium Accounting**

**CHALLENGE**

Hickory Grove HM, LLC, incorrectly calculated state taxes using QuickBooks; when Mertens looked for help on her tax issues, the Intuit call center staff was not helpful.

**SOLUTION**

Peachtree by Sage Premium Accounting, coupled with a knowledgeable call center staff who “went the extra mile,” proved the right solution for Hickory Grove.

**RESULTS**

Peachtree provides Hickory Grove with accurate Iowa state tax results, a proper accounting tool to launch a new business, and an easy way for the owner to see behind-the-scenes financials.

I spoke to helpful people who could understand me—so I made my decision to give Peachtree a try. I benefited right away with Peachtree because I can use it with or without a support plan or training. And it makes sense to a novice bookkeeper like myself,” Mertens explains.

### **Peachtree Provides More Horsepower**

Since installing Peachtree, Mertens has been able to process all of the state taxes easily and accurately for Hickory Grove. And, as she continues to learn about the software, she’s recognizing many attributes that can help her achieve her main goal for the software—accurate books and an accurate picture of cash flow in the business. “Peachtree is a true double-entry accounting package. It won’t let you make an entry if it doesn’t add up on the other side. Peachtree uses a numbered system to label accounts, which is the accountants’ way and the right way to do accounting in my book,” Mertens goes on to say.

She praises the pop-up accounting screens in Peachtree. For example, with a mouse click, she can see what’s going on behind the scenes of her business on the Journal screen. “I can see the debits, the credits, checks that have been written, and all the detail that I need. Very helpful for a lay person such as myself,” Mertens says. “And when I saw this “Accounting Behind the Screens” pop-up screen, the light went on. It was very instrumental in my decision to purchase Peachtree.”

### **Positive Sage Software Experience**

“Sage Software went the extra mile for me whenever I needed something. And Sage Software backs up its claims about what Peachtree can do. In comparison, Intuit was uninformed about

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*“Peachtree is a true double-entry accounting package. It won’t let you make an entry if it doesn’t add up on the other side.”*

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the product I needed, because I had to order another version later...and then it wasn’t accurate when I used it.”

In addition, the times that Mertens has needed to call Sage Software she was encouraged by the experience of speaking to someone who could clearly communicate with her. “That’s awfully important to me, and I think many people feel the same way,” she makes clear. “I can understand them. They can understand me. Every experience I’ve had on the phone has been very positive. The Peachtree salespeople knew what questions to ask me and they were very knowledgeable about the product. That’s not the case in my experience with QuickBooks. With Peachtree, I got the *right* product—the *first* time. I think it was a wise decision that will positively affect the accuracy and success of my business for years to come.”

If you’d like to learn more about Peachtree by Sage, please visit [www.peachtree.com](http://www.peachtree.com) or call 877-495-9904 to speak with a new product specialist today.

## **ABOUT SAGE SOFTWARE**

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

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software  
*Your business in mind.*