



# THIS WEEK IN BUSINESS

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## Friendly call leads to new business opportunity

When a family friend called Trumbull resident Elena Oppedisano for help, it was a life-changing experience. The local business owner explained he was in the middle of a tumultuous divorce, and needed to quickly replace his part-time bookkeeper, his soon to be ex-mother-in-law.

Oppedisano, a bookkeeper for more than 20 years, understood the dire situation, and offered her expertise. But what began as help-

ing a friend in need soon sparked an entrepreneurial idea ... and the launching of her own business, Checks & Balances Bookkeeping Services LLC.

Located in Trumbull, the new bookkeeping service is exclusively dedicated to helping time-crunched sole proprietors who require part-time bookkeeping for their full-time businesses.

"I discovered that sole proprietors and home-based business owners are an

underserved market," said Ms. Oppedisano, who specifically targets small businesses with less than 10 employees. "These entrepreneurs are passionately growing their businesses by day and trying to squeeze in a few hours of bookkeeping at night. I help them avoid being deluged with piling paperwork by providing full-service bookkeeping expertise on a flexible, as needed basis."

The company specializes in turning piles of receipts, bank statements, check stubs and deposit tickets into accurate detailed balance sheets and income statements.

Other services include managing payroll, preparing sales and use tax returns, 1099 filings, and preparation for insurance audits.

"As a business owner, your time is best spent doing what you do well, working with customers. Every hour you spend on bookkeeping, is an hour diverted away from prospecting, selling and generating income," Oppedisano said. "For many

owners, training and managing an in-house bookkeeper can take as much as five hours a week, and if you are doing the books yourself, the numbers are even greater."