

# Sage Accountants Network makes smart business sense for Signature Financial



**Accounting Professional**  
Signature Financial Services

**Industry**  
Consulting and Accounting

**Location**  
Thunder Bay, Ontario

**Number of locations**  
6

**System**  
Sage 50 Accounting—  
Canadian Edition

Signature Financial of Thunder Bay, Ontario, helps small businesses grow and succeed by providing expert, affordable accounting and bookkeeping services. Entrepreneur Nadia La Russa, the firm's founder, started her first company at age 18. Together with her husband, La Russa now runs six successful companies in a wide range of industries. These six companies, as well as Signature Financial Services' many customers' businesses, share a couple of things in common. They all run on Sage 50 Accounting—Canadian Edition, and all are benefiting from La Russa's association with the Sage Accountants Network.

### Resources at your disposal

La Russa is a Sage 50 Accounting product expert, having utilized the program to run her own businesses and manage the accounting for her clients' businesses for many years. As such, she rarely needs to draw on the unlimited access to telephone support available to Sage Accounting Network members. La Russa says what she finds even more valuable than product support are the

business development tools available to her as a member. "I can typically troubleshoot the questions and issues that arise with the product," she says. "What I do make extensive use of, though, are the business development tools. There are so many growth and training opportunities through the Sage Accountants Network. I am learning techniques that help me run my businesses better, from managing employees to dealing with difficult clients."

Signature Financial has an extensive pool of resources at its disposal through the Sage Accountants Network. Among those resources are unlimited access to Anytime Learning through Sage University; an invitation to Sage Summit, the annual partner and user conference; and the opportunity to enroll in comprehensive 12-month courses covering vital topics such as acquiring new clients for an accounting or bookkeeping firm and working smarter not harder in an accounting or bookkeeping firm.

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Nadia La Russa  
Founder, Signature Financial Services

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#### Part of a greater community

In addition to the opportunities for formal training, La Russa also appreciates the more informal online forums available to Sage Accounting Network members, where conversation, ideas, and tips flow freely. “I feel like I’m a real part of the community, too,” she says. “There are thousands of other members who contribute to the online forum, and I can tap into to their collective experience and expertise. For example, if I take on a new client that needs industry-specific functionality, I can often find a member who has experience in that area and get ideas from them about how they configured Sage 50 to work in that industry.”

#### Run a smarter, more successful business

La Russa’s clients look to her for the advice and services that help them run their businesses smarter and more successfully. In turn, La Russa looks to Sage for the tools, programs, and support she can use to build the success of her own businesses. “My goal is to provide business solutions for my clients, not simply to sell them products,” she concludes. “I can tell that this is a priority for Sage, too.”

#### About The Sage Group plc

Sage Group plc is a leading global provider of business management software to small and medium sized companies, creating greater freedom for them to succeed. Sage understands how and why each business is unique. We provide products and services that suit varying needs, are a pleasure to use, and are secure and efficient. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and entered the FTSE 100 in 1999. Sage has over 6 million customers and more than 13,380 employees in 24 countries covering the UK & Ireland, mainland Europe, North America, South Africa, Australia, Asia, and Brazil. For further information please visit: [www.sage.com](http://www.sage.com)

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