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**Administrative Concepts Expands Westward into California,
Partnering with PEO Experts**

Southwest Florida – Administrative Concepts (ACC), which has established itself as one of the premier professional employer organizations (PEOs) in Florida, recently announced that it is expanding into the California market with its affiliate, PEO Experts. As the two companies have partnered in Florida for over five years, the relationship between ACC and PEO Experts has been exceptionally strong, making for an easy transition to working together in California.

Of the alliance with PEO Experts, George Bushong, chairman of Administrative Concepts, said, “We see this as a perfect fit – we see eye-to-eye with the PEO Experts management team, and this arrangement makes the expansion into California an easier task. Through our successful five-year relationship with PEO Experts, we feel confident in this venture because we have seen how seamlessly our business models interlock, we know how our knowledge bases complement each other, and we share the ability and desire to grow rapidly.”

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The expansion into California will not be a gradual one, as PEO Experts has a local sales force in place that is ready to expand with ACC throughout Southern California. PEO Experts has a proven track record in building large books of business with PEOs over the last 7 years, and it plans to implement the strategies that made these endeavors so successful as the partners enter California and set their sights on the Western half of the country.

Since the California business climate has recently warmed to PEOs, the timing for expansion seemed ideal as well. According to the U.S. Small Business Administration's 2006 study of the small business economy, this improvement owes to bettering business conditions, lower unemployment rates, and renewed vigor in the small business market. As the economy for small businesses has improved, more small businesses have begun to outsource the management of their human resources, especially in the area of regulatory compliance. According to Lisa Rowan, program manager for HR and talent management services for research agency IDC, PEOs have become more attractive to small businesses that face the challenges inherent in managing every aspect of the human resource administration within their companies. Based upon 2004 employment figures, research from IDC indicates that the estimated value of the total addressable market for comprehensive HR outsourcing to the small business market in the United States alone is \$44 billion annually in potential recurring revenue.

ACC and PEO Experts each bring distinct advantages to the partnership. Through its alliances and relationships with workers' compensation carriers, ACC can quickly evaluate and make business decisions regarding its prospective clients, allowing ACC to

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operate as a one-stop shop for businesses seeking PEO services. With over a decade of experience, ACC's success in many different business sectors provides a template for PEO Experts to follow as it expands into further business categories.

Known for its adaptable, energetic and enthusiastic approach, PEO Experts is able to easily target industry segments because it adheres to having a sales force and marketing program with budget to support itself. This lends itself toward PEO Experts being a more versatile company because, through these initiatives, it taps into resources beyond its usual sources to connect with clients.

Together, ACC and PEO Experts will offer California companies all the advantages that being in a co-employment relationship brings to a business owner and the company's employees. ACC will continue to offer its full spectrum of business services in Florida, including risk management, payroll and employee administration, human resource services, government compliance, and employee benefits.

PEO Experts was founded on the principle that knowledge, experience and relationships are the keys to creating a successful PEO brokerage. The company's mission is to relieve the relentless burdens and high cost of workers' compensation, payroll and tax administration, and employee management for small-to-medium sized companies. Jason Crawford built PEO Experts and its first-class network of qualified preferred providers to address an important aspect of the PEO/client relationship: the need for consistent personal customer service. Crawford partnered with Brad Worley, who had made a career of running successful businesses, in 2003, and the company was well on its way. PEO Experts' partnership with the best PEOs in the business delivers the

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economies of scale and administration services needed to lower costs through efficiencies, while PEO Experts provides the personal day-to-day customer service critically needed by the client. For more information, call (800) 235-4909 or visit www.peoexperts.com.

Founded by George Bushong and Sarah Peel in 1995, the privately owned Administrative Concepts was established to assist business owners in the details of managing their companies, such as risk management, payroll and employee administration, government compliance, and employee benefits. The company has been highlighted as *Terry Bradshaw's Pick of the Week*, has been honored with multiple awards from *Florida Trend*, *Sarasota-Manatee Business Magazine*, and was listed as the 18th largest privately owned company in the Tampa region by the *Tampa Bay Business Journal*. Administrative Concepts has received additional recognition by the *Tampa Bay Business Journal* as a top-ten ranking for the top PEOs. For more information, call (941) 744-1317 or visit www.accpeo.com

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