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Oct. 09, 2018



PrimePay, LLC has acquired ProfitKeeper, a leader in financial data consolidation and analysis, effective Oct. 1, 2018.

Established in 2004, Mesa, AZ-based ProfitKeeper began as a franchise-specific, online accounting software. Today, they provide a variety of services, including royalty and key-performance indicator reporting, to help franchisors and franchisees manage their businesses.

“Our passion is to help franchises understand where they need to focus to become more profitable, which in turn helps the franchisor grow their brand,” explained Kyle McEuen, President and COO at ProfitKeeper.

This acquisition is the result of a longtime partnership between ProfitKeeper and PrimePay. For over a decade, both companies have been working together to deliver an integrated solution of payroll and financial measurement services to franchise organizations.

“PrimePay has developed a franchise ecosystem model that offers innovative cooperation of integrated suppliers. By bringing ProfitKeeper under the PrimePay

umbrella, we are further solidifying this ecosystem to ensure we continue to provide

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ProfitKeeper employees will remain in Arizona, bringing their extensive franchise specific knowledge and experience into a larger environment.

“We are thrilled to have ProfitKeeper employees join the PrimePay team. We look forward to helping them grow and continue building their careers,” noted Pellicano.

Both PrimePay and ProfitKeeper pursue a shared mission: to enable business owners to focus on enhancing their company.

“The best investment a person can make is investing in relationships,” McEuen wrote in a 2016 LinkedIn post. It is safe to say that this acquisition proves that sentiment.

Payroll

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