



## **Advantage Payroll Services and Alcott HR form strategic alliance**

October 07, 2013 - Long Island

Advantage Payroll Services Long Island and Alcott HR have formed a strategic alliance.

Due to challenging economic conditions, businesses across the New York Metro area and beyond find themselves underserved in terms of human resources expertise and services and they are looking for effective, affordable and scalable solutions. Alcott HR and Advantage Payroll have come together to provide a greater array of options for businesses. The two firms will share leads, co-market and work to continue to educate businesses about the cost savings and risk management aspects associated with outsourcing payroll, HR, workers' compensation, benefits, time and attendance and other related functions. "Some industry watchers and competitors may think that our companies are rivals. In reality, we recognize that by having an alliance, our current and prospective clients, as well as both of our organizations, will benefit. We will be able to share leads and direct business to each other. Our goal is to keep outsourced HR and payroll business here on L.I. When our firms serve businesses from the region, clients receive better service and jobs are created or maintained," said Rob Basso president and founder of Advantage Payroll.

Alcott HR president and co-founder Lou Basso said, "We've had an informal relationship with Advantage Payroll for the past five years. Our strategic alliance gives both Advantage Payroll and Alcott HR a formal way of offering clients more options so that they can select what best accommodates their needs at any given stage in their organizations' growth. It is getting more and more complicated for organizations to manage various employee-related and HR functions on their own. Health care reform and its many regulations have further intensified the situation. Our services and approaches will alleviate some of their burden by giving companies easy access to the best solutions."

"Advantage Payroll Services and Alcott HR share a common business philosophy which places clients first. We recognize the strengths each company brings to the table and this new formal arrangement will allow clients to have access to cost-effective and scalable solutions. This alliance will give both organizations a competitive advantage in the New York Metropolitan market and beyond," added Rob Basso.

For more information about the services offered by Alcott HR and Advantage Payroll Services Long Island visit [alcottgroup.com](http://alcottgroup.com) and [liadvantage.com](http://liadvantage.com).

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About LI Advantage Payroll

Headquartered in Freeport New York with office in Hauppauge, New York LI Advantage Payroll is the New York/Long Island metropolitan region's largest independently owned payroll and HR service provider. The company has grown each year since it was founded by Rob Basso. Today the company has a staff of close to 50. Each year the company processes over \$1 Billion in payroll. Servicing the region for seventeen years and the nation for more than thirty, Advantage Payroll is strongly committed to delivering the best in customer service, payroll, human resources and time and attendance management while playing a pivotal role in various community outreach initiatives. LI Advantage Payroll has the highest customer satisfaction rating among payroll providers in the region. For more information contact LI Advantage Payroll at (516) 931-8400 or visit Advantage online at [liadvantage.com](http://liadvantage.com).

#### About Alcott HR

Alcott HR represents the highest standards of service quality and leading edge technologies within the PEO industry. Alcott has earned the prestigious Employers Services Assurance Corporation (E.S.A.C.), [www.peoreliability.org/alcottgroup](http://www.peoreliability.org/alcottgroup)) certification -- the equivalent of what FDIC is to the banking industry for the PEO industry. To achieve certification, a PEO must meet stringent financial, professional and ethical standards. Upon meeting these criteria, The Company joins an elite group of PEOs nationwide whose clients are covered by an \$11 million security bond. In addition, Alcott became one of the first PEOs in the state (New York) to gain two certifications by the Certification Institute ([www.certificationinstitute.org](http://www.certificationinstitute.org)); one for workers' compensation best practices and another, for timely payment of state and federal payroll taxes, contributions to employee retirement plans and payment of health insurance premiums - both critical elements in the PEO's role as a total HR solution. The National Association of Professional Employer Organizations (NAPEO) supported these Certification Programs primarily as a means to enhance the industry's credibility in this key service area. For more information, visit [alcottgroup.com](http://alcottgroup.com) or [facebook.com/Alcott.HR.Group](https://facebook.com/Alcott.HR.Group)

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