



Launching success: Setting up a consulting firm for strategic growth




Anthony Laria
Co-founder

Quick facts

 **Company:**
Laria Enterprises LLC

 **Headquarters:** Miami, FL

 **Industry:**
Professional Services

 **Employees:** 2

 **ADP products:**
RUN Powered by ADP®

After an impressive 20-year tenure at a Big Four accounting and consulting firm, Anthony Laria, alongside his wife — Marisol, a systems engineer — embarked on an entrepreneurial journey to establish their own consulting firm. Leveraging their extensive experience and unique skill sets, they are successfully building their business from the ground up. Anthony's story is not just about professional success; it's about strategic partnerships, family, and the seamless integration of advanced tools like RUN Powered by ADP® that have supported their business's operational needs and challenges.

Business challenges

- In order to become an S-Corp they needed to setup payroll services and fast
- The complexities of payroll and tax compliance were outside their areas of expertise

By partnering with RUN Powered by ADP, Anthony and his co-founder implemented a platform that has streamlined their payroll, tax and compliance operational processes. This allows them to focus on their core business of consulting and sets them up for growth.

Growth possibilities with operational ease

Launching an independent business presented a unique set of challenges for Anthony and his wife. They needed a system that could handle their operational needs efficiently, allowing them to concentrate on their consulting work. When their accountant recommended ADP, Anthony was glad the recommendation aligned with his instincts.

"To me, ADP is unmatched with payroll and compliance, so it was the obvious partner for us," says Anthony. "And when I found out they had tools that could grow with us, I knew it was a partner we could stay with if and when we decide to scale in the future."

RUN Powered by ADP has proven to be the perfect fit for Anthony and Laria Enterprises LLC. With a seamless payroll solution that caters to their current two-person setup and future options to expand with health benefits and a 401k in the future if desired, Anthony is more than happy with the resources and the people at ADP.



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"I love that I can talk to a real human and get advice when I need it," says Anthony. "I'm a consultant to many people, but sometimes I need my own consultant because there are things I haven't done. That's one of the things I love about ADP."

A straightforward implementation and confidence booster

An accountant friend suggested to Anthony that Laria Enterprises become an S-Corp and use payroll services. In order to make the S Corp viable, it was imperative that a payroll be run by the end of the year. Within a week of contacting ADP, Anthony was pleasantly surprised when the implementation process was completed, and a payroll was run in time for the end-of-year deadline.

"The fact that they got it done so fast and everything was correct, and we were able to run the payroll on time solidified that I'd made the right choice with ADP," says Anthony.

Beyond operational efficiency, Anthony's strategic use of ADP has helped nurture external partnerships. "Some companies like to see the payroll provider information to see that your business is legitimate. Because of our partnership with ADP, I have the comfort and confidence that I can produce my payroll reports from ADP instantaneously if needed."

Looking ahead with confidence

As they look toward their next year in business, Anthony and Marisol are optimistic and excited about the future. Their success and ease of operations through ADP have given them the confidence they need to focus on their business, knowing they don't have to belabor administrative duties.

"The number of times I've gotten a reminder to run payroll from the ADP app while I'm at a basketball game — and then run it right there from my phone during a timeout — is a testament to how easy and user-friendly everything is."

What's more, RUN Powered by ADP is a foundation they know they can expand upon if they choose to scale their business in the coming years.

"The ADP team is there for support," says Anthony. "We've already talked about some additional resources we could take advantage of as we expand. We aren't there yet, but I know where to go when the time comes because I know ADP will grow with me."

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—Anthony Laria,
Co-founder and COO,
Laria Enterprises LLC



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