



WHAT IS A PEO?

Companies looking to maximize their bottom lines are increasingly making the decision to outsource their core HR functions to a Professional Employer Organization (PEO) like Coastal Human Resource Group, Inc. For many companies, it is simply good business to work with a PEO rather than trying to handle HR functions with in-house personnel. That's why, as the [National Association of PEOs](#) reports, as many as 180,000 small- and medium-size businesses utilize a PEO.

SERVICES OFFERED BY PEOs

HR can be very complex, even for small businesses. Taking care of HR functions in-house pulls the owner or other key personnel away from their primary duties or requires hiring people with expertise in all aspects of human resource management, as well as dedicating valuable company time and resources to administrative HR functions on a daily basis. Some companies choose to do just that, while many others – those focused on maximizing productivity without adding personnel – opt to work with a PEO instead.

PEOs provide a convenient and trusted means of ensuring that all of your company's HR needs are being met without having to dedicate in-house personnel to managing the myriad HR functions, each of which requires specialized expertise and takes time. Simply put, PEOs provide a comprehensive HR outsourcing option, offering a wide variety of services ranging from payroll management and employee benefit design and administration to tax filings and compliance with state and federal workplace legislation.

PEO BENEFITS

There are many benefits of working with a PEO, not the least of which is the fact that it frees you up to focus on what you know best – running your business! – while also providing the peace of mind that comes from knowing that your company's critical HR functions are being handled by knowledgeable experts who specialize in doing just that. Simply put, PEOs focus on the people side of the business and free you

up to focus on operations and building your customer base.

CHOOSING THE RIGHT PEO

Because PEOs work with clients via a co-employment arrangement, the relationship between PEOs and their clients is a close one. When choosing a PEO, it's important to find a firm that fits well with your organization and has a proven history of success. Factors to consider when selecting a PEO include the firm's ability to offer core services, its stable financial history, an experienced staff of HR specialists and a proven track record with companies of similar size and industry.

KEY PEO BENEFITS

- ◆ Guidance from qualified professionals in all aspects of HR
- ◆ Minimize company time and resources spent on HR functions
- ◆ Streamline payroll and recordkeeping procedures
- ◆ Increase efficiency related to all HR functions
- ◆ Access to wide variety of employee benefits
- ◆ Resource for risk management and regulatory compliance
- ◆ Ability to focus on growing your business rather than HR tasks

How COASTAL HR CAN HELP

Our team of dedicated professionals has experience in all facets of human resources management. We have been in the PEO business for nearly 20 years, working diligently behind-the-scenes to provide the HR support our 300+ clients throughout the Southeast need to focus on running – and growing – their companies.

If you're not currently utilizing Coastal HR's PEO services, we'd love to talk to you about how your business could benefit by leaving the people part of your business to us. Call 251-478-7444 or 888-757-7444 today to find out how Coastal HR can work for you!

EMPLOYEE HIGHLIGHT

Jo Lynn Jones is Coastal Human Resource Group's (CHRG) Employee of the Quarter for Q2 2016. Jo Lynn has been employed with us since February of 2014. She started off working in the Human Resource Department and moved to the sales team at the end of January, 2015.

Jo Lynn's experience in both departments, as well as her prior experience in staffing, has been extremely helpful in serving clients. She is always willing to help clients, managers, and fellow employees with training or anything that is necessary for CHRG to achieve our goals. She is very deserving!

She is being recognized to show appreciation for all the things she does to allow CHRG to function a little smoother and in assisting us to inch closer to our productivity requirements.



CLIENT HIGHLIGHT

Fuzzy's Taco Shop

Welcome to your New Addiction

Heath McClure and childhood friend Torren Szuluk are bringing one of the biggest names in Baja style taco shops to Alabama from Fort Worth Texas. Tuscaloosa (2321 University Blvd) opens in July 2016 and Mobile (5713 Old Shell Road) in August 2016. We have plans to open 8 more locations in the next few years. We cannot wait to introduce you to your new addiction!

Fuzzy's Taco Shop started on Berry Street in Fort Worth, Texas. It was bought in 2003 by father and son restaurateurs Alan and Chuck Bush. After revamping the original store and crafting the perfect combination of tacos, drinks and success, they set out to share it with everyone.

Laced with feta and Fuzzy's sauce, the baja style tacos quickly led to unstoppable addictions and cult-like fans. And as some of those fans moved away to Fuzzy's-less towns, they began suffering serious withdrawals. They demanded more locations, and Fuzzy's obliged. Spreading throughout 11 states with 85 stores and many more to come, Fuzzy's is taking over stomachs and states alike.



SETTING THE STAGE FOR SUCCESS: 5 KEY TIPS

Now that summer is just around the corner and tax season is becoming a more distant memory by the day, it's a good time to focus on making plans and putting systems in place to set the stage for a productive and successful rest-of-the-year!

5 FORWARD-FOCUSED SUCCESS TIPS

Are you ready to set the stage for success and productivity? Follow these helpful tips to get started and you'll be on your way!

Prioritize Tasks

Be mindful about where you spend your time, taking care of important tasks first! Spend some time prioritizing what's on your to-do list, whittling away those items that aren't really necessary and don't add value. Focus your efforts on what's really important rather than letting yourself get distracted by so-called shiny objects that can cause your time to do a disappearing act and zap your energy.

Leverage Technology

If you're still using an 'old-school' (i.e., paper and pencil) approach to keeping records, managing your schedule or to-do list, etc., chances are that you'll find it beneficial to begin incorporating more technology-based solutions into your route. For example, try using an app to track your business mileage and/or expenses, or go with an online calendar that you can view across all devices.

Boost Wellness

Commit to maximizing your own health and well-being. The healthier you are, the better prepared you'll be to navigate the inevitable challenges life and work are bound to throw your way. There is no substitute for eating right, staying hydrated, exercising and getting plenty of sleep. Don't convince yourself that you don't have time to do these things! What you don't have time for is to deal with the consequences of *not* taking care of yourself!

Grow Professionally

No matter what profession you are in, chances are that things are changing in your business. Keep up with key changes, from top industry trends and the competitive landscape to regulatory changes and technological advances. This will help you stay at the top of your game and ensure that you're poised and ready to play a key role in helping position your organization for even greater success.

Outsource Effectively

You don't have to do everything yourself, and you don't have to do all things to all people. Where possible, outsource tasks that keep you from maximizing productivity. If your time is better spent improving operations or marketing your company rather than performing HR tasks and trying to keep up with the latest employment-related regulatory updates, working a PEO can allow you to do just that!