PAYCHEX

Marketing Outlet Finds Paychex PEO on Brand For Competing with Big Companies

Size: 7 Employees | **Industry:** Marketing Services

Khrystyne Moomau, Executive Assistant to the Owner

"[With the PEO] we're able to offer team members extra benefits … and compete with some of those larger businesses."

Prior to Paychex

Before joining the Paychex PEO, Rebel Media experienced growth that saw the company balloon to 18 people across eight states. The additional compliance headaches and unmanageable administrative burden fell to the company's lone HR-responsible employee who had no time to spare, while the perks and benefits needed to retain that headcount became unsustainable. The company moved toward a leaner staff of seven but still wanted to reduce their liability risk and keep its employees happy.

Working with Paychex PEO

Rebel Media embraces what Paychex PEO offers, learning about the solutions and services they use the most and how to maximize the impact for the business and its employees. The business added medical, dental, and vision, plus a 401(k) plan — enabling it to recruit and retain top talent. Our Employee Handbook Builder frees Executive Assistant Khrystyne Moomau to focus on other responsibilities including handling the accounting. By moving that in-house, Rebel Media saved $14,400 annually — money they invest back in the business.

35-40 minutes to update handbooks now, compared with 4 months to do it manually

Challenges

- Difficult to offer competitive benefits
- Multi-state compliance
- HR administrative overload
- Costly bookkeeping services

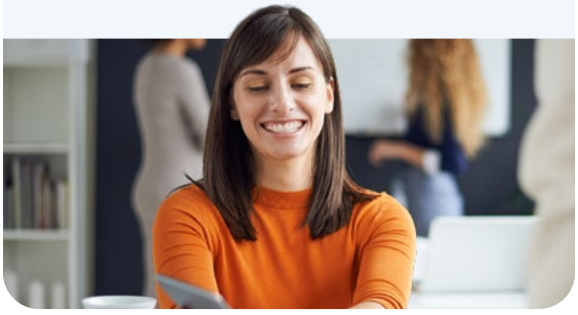
Solutions & Key Features

PEO >

Compliance >

Employee Benefits >

401(k) >



PEO as a Competitive Equalizer

For a cash-based, debt-free agency of seven, affording healthcare insurance, a 401(k), and ancillary coverage was out of reach. Paychex PEO made it possible to build a competitive benefits package incrementally — retaining top talent and attracting new hires without having to match corporate salaries.

Managing Multi-State Compliance

Operating in California, Florida, Idaho, and Washington, D.C., means different compliance requirements, from payroll taxes to employment laws. The PEO handles new state setups, tax notices, and state-specific supplements that could prevent costly missed filings. Rebel Media added a twist to engage employees, creating interactive versions of each state handbook that represent their brand and style.

The Difference: Personalized Service

Rebel Media's dedicated PEO HR Business Partner, Div Patel, conducts weekly check-ins, provides risk-aware guidance on HR decisions, and proactively recommends resources. When an employee was dealing with a family tragedy, Div directed them to the free grief counseling sessions available through their long-term disability insurance.

A True Partner:

Our relationship goes beyond handling audits, handbooks, or job descriptions – it's a truly consultative partnership focused on helping businesses succeed.

Khrystyne Moomau, Executive Assistant to the Owner

"We were pitched the PEO as the 'Cadillac of services' that Paychex offers, and I can attest that is true."

Build Your Success with Paychex

Learn how Paychex PEO supports your HR, compliance, and benefits needs like it does for Rebel Media.

Get Started

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