

equineGenie™



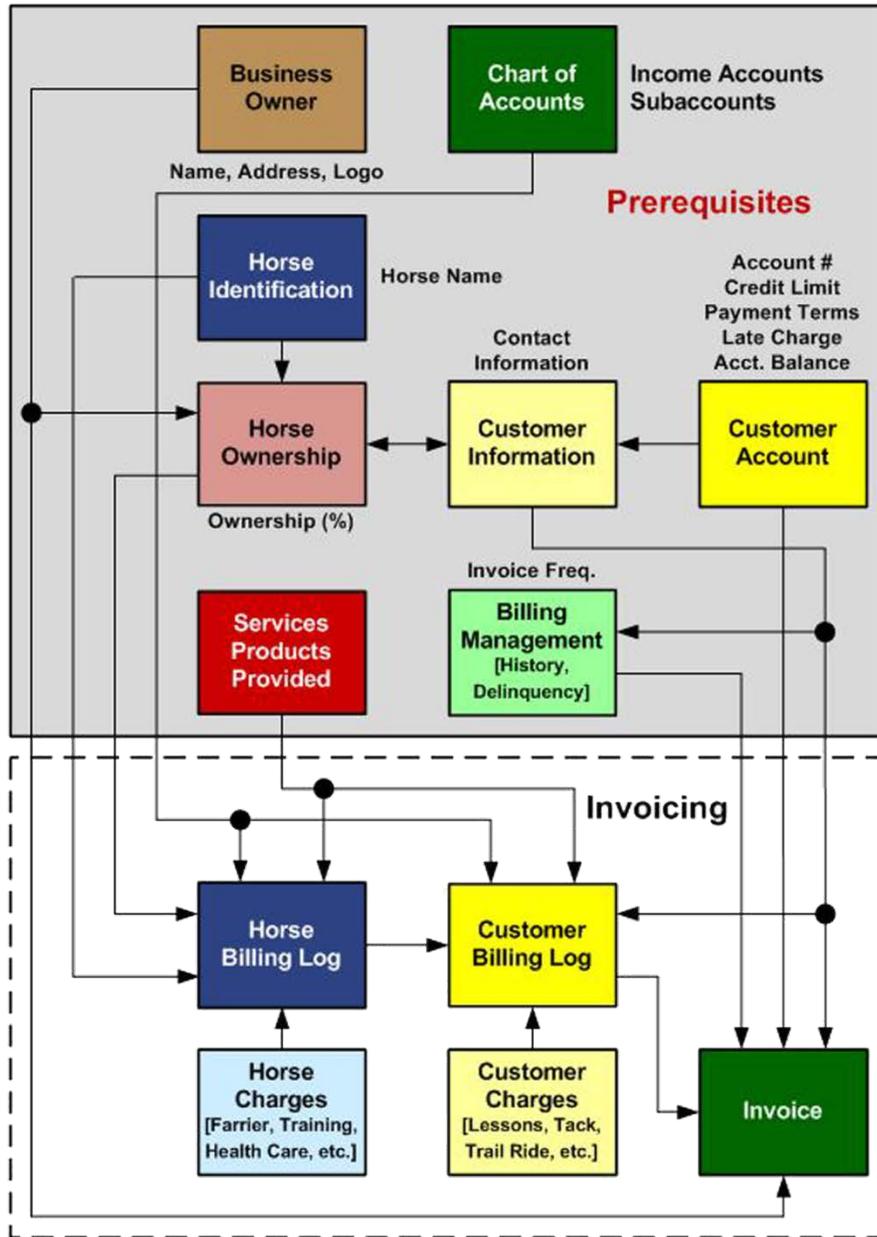
Invoicing

Invoicing Prerequisites and Invoicing

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Invoice Flow



Prerequisites (onetime setup)

Chart of Accounts – Income Accounts, Subaccounts

Business Owner Information – Name, Address, Logo

Horse – Identification

Horse Ownership – Horse Owner, Ownership Percentage

Customer – Contact Information

Customer Account – Account Number, Payment Terms, Account Balance

Services and Products Provided – Horse and Customer Business Charges, Sales Tax

Billing Management – Invoicing Frequency

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Generating an Invoicing

equineGenie is an enterprise management system. An enterprise management system does much more than an accounting system. An accounting system records historical financial transactions. Accounting systems provide financial statements that are often too late to help manage a business. Most financial statements are good for the tax man and your banker, but are of little use for day to day operating management. The history they provide shows how your business has done – and with a lot of extra work they can sometimes tell how a business might do in the future. equineGenie provides the accounting and the same statements, but with the added value of using your business transactions to help measure and manage your business as each transaction is entered. equineGenie not only tells you how you have done, but predicts with reasonable accuracy how you will do by analyzing current interconnected business information. equineGenie helps you understand with every transaction what needs to be done to make your business financially successful. equineGenie cannot generate money, but will help you measure and manage your business more efficiently and effectively. equineGenie uses this same philosophy when you generate a customer invoice.

When you generate an invoice equineGenie does the following:

1. Track, measure, manage and report the business services and products by horse and customer.
2. Track, measure, manage and report the business income by horse and customer.
3. Track, measure, manage and report the business gross margin and profit by customer.
4. Track, measure, manage and report the business gross margin and profit by horse.
5. Track, measure, manage and report the business invoice status and delinquency by customer.
6. Track, measure, manage and report the business receivables in total and by customer.
7. Track, measure, manage and report the business income against budget with variance analysis by customer.
8. Email a customer's invoice directly from equineGenie and generates a customers emailed report.

Before you can invoice a customer there are prerequisites that need to be completed. Once the prerequisites are satisfied they do not need to be completed again, but can still be changed if necessary. After the prerequisites are completed you can invoice and account for all customer charges while taking advantage of all equineGenie's management help. A disciplined business owner who stays on top of their horse and customer charges can generate an invoice in less than one minute. So let's get started and invoice someone to generate some cash flow!

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Prerequisites

Before you can invoice a customer the customer's business charges need to be associated with an income account and the customer, and/or the customer's horse or horses. equineGenie's invoicing and billing management interconnects all business processes involved in billing a customer. To provide management help equineGenie needs the business's income accounts identified, the customers' horses entered, the horse ownership and ownership percentage identified, and the customers' financial account numbers, payment terms and initial account balance established. To expedite the invoicing process the business's services and products need to be predefined with their charges, billing units and applicable sales taxes identified for easy selection. The final prerequisite is identifying a customer's invoicing frequency so equineGenie can help manage invoice delinquencies and late charges.

The Business

The business's name, address and its logo are used on a customer's invoice. The business name and address are a requirement. The business logo is optional, but highly recommended for a professional look and market branding. Entering a business's name, address and logo is covered in the Business Owner: Business Information Setup training document.

<http://www.equinegenie.com/training>. Included here is the Business Owner Information screen for reference and identification of the required prerequisites.

equineGenie Business Owner - Information

Business Owner Information

Owners / Partners Name (1)

Remove Business Owner / Partner

Business / Farm or Ranch Name

Address 1

Address 2

City, State, Zip Code

Ranch Phone (1) Emergency Phone

Cell Phone Fax

email Address

Website URL (Address)

Logo Image (2) Locate View Clear

Another Owner / Partner

Owner Information Comments

Enter

View Business Owner Information

Go To Owner Preferences

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① equineGenie needs the business's name and address for the customer's invoice.

② If your business has a logo it should be entered in equineGenie. You can locate your business logo by selecting the Locate button. When your logo is located, select open and it will be added to equineGenie and displayed on your customers' invoices and all your business reports.

Note: *A business logo is important to establish brand recognition in your market. If you do not have a logo it is strongly suggested that you have one designed. equineGenie uses your logo on your invoices and all your reports, many of which will be seen outside your business.*

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Income Accounts

Horse and customer billing log charges are associated with your income accounts and can also be associated with income subaccounts, if subaccounts have been entered. The identification of your income accounts and any associated subaccounts is extremely important. These accounts are the foundation of how you will measure and manage the income side of your business. With equineGenie's help, you will be able to make good business decisions based on how you measure your business's income. Identifying your income accounts and defining any subaccounts is covered in the Financial: Financial Setup – GL Chart of Accounts Setup training document. <http://www.equinegenie.com/training>. Included here is the Financial Setup – General Ledger / Chart of Accounts screen for reference and identification of the required prerequisites.

The screenshot shows the 'equineGenie Financial Setup - General Ledger / Chart of Accounts' window. The interface is dark blue with white text. On the left, under 'GL / Chart Of Account Setup', there are two dropdown menus: 'Select An Account Category' (circled 1) and 'Select An Account' (circled 2). Below them are 'Another Category' options. The 'General Ledger Subaccount Setup' section has a yellow box around the 'Subaccount Number' field (circled 3) and the 'Enter A Subaccount' field. Below this are 'Another Subaccount Same Primary Account', 'Another Primary Account, Same Category', and 'Another Primary Account Category' options. At the bottom left is a 'Remove Selected Subaccount (Caution!)' button. On the right, the 'General Ledger Setup Comments' section has a large empty text area and an 'Enter' button. A yellow popup window is overlaid on the right side of the screen, containing the text 'Popup And Red Flag equineGenie Notes'.

- ① Select, 4000 – 4999 Income from the Select An Account Category dropdown to initiate the selection of the required income accounts.
- ② Check the income accounts your business needs from the Select An Account check box dropdown.

Note: Multiple income accounts can be identified in the Select An Account dropdown. To deselect a previously selected account, check the account again.

- ② Enter the subaccounts associated with your selected income accounts that you think you need to track in more detail.

Note: A subaccount will enable you to track the different types of income within an income account. For example; if you have several types of horse board, subaccounts will enable you to

track, measure and manage the different types of horse board income. equineGenie allows for 999 subaccounts to be associated with each primary account.

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The Horse

equineGenie helps manage the income a horse contributes to your business. A horse's income can be horse specific from income sources like boarding, administering preventative care, etc., or it can be from participating in customer specific income sources like riding lessons. Entering a horse in equineGenie is covered in the Horse Care: Horse Information training document.

<http://www.equinegenie.com/training>. Included here is the Horse Identification screen for reference and identification of the required prerequisites.

equineGenie Horse Information - Identification

1 Enter/Select Registered or Unregistered Name

Sire Dam

Barn Name Tattoo/Brand

Identification Number Breeder ID

Breed Registration #

Another Registration Remove Breed

Enter/Select Strain Enter/Select Origin

Mare Stallion Gelding

Markings Color

Face Body

Left Leg - Fore Right Leg - Fore

Left Leg - Hind Right Leg - Hind

Birth Date State Postal Code

Location On the Farm / Ranch Stall #

Horse's Picture Locate View Clear

Go To Identify Horse Owner 2

Return To Arrival / Departure

Return To Horse Purchases

Identification Comments

Enter

View Selected Horse

View All Horses

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- ① equineGenie needs the horse's name to enter horse charges on the horse billing log, or to select the horse on the customer billing log if the horse participates in a customer charge.
- ② A horse needs to have its correct owner and ownership percentage identified to invoice a horse's charges to its correct owner.

Note: Once a horse is entered, it is available on the horse and customer billing logs in the horse dropdowns. The correct horse ownership is critical to invoice a customer for their horse's billing log entries.

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Horse Ownership

Horse ownership ties a horse to its owner, or owners, for horse specific charges. You charge a horse for boarding because you board the horse, not its owner or owners. You charge a horse for farrier work because you trim/shoe the horse, not its owner or owners. A horse's ownership needs to be assigned so the customer who owns the horse is invoiced correctly for their share of a horse's charges. Assigning a horse's ownership is covered in the Horse Care: Horse Information training document. <http://www.equinegenie.com/training>. Included here is the Horse Ownership screen for reference and identification of the required prerequisites.

- ① equineGenie automatically makes the business owner the owner of a horse when a horse is entered in the system. If the business owner is not the horse's owner make sure you set the ownership percentage to 0% and select **Another Owner / Partner**. This will clear the horse owner displayed so the correct owner can be entered or selected from the Select or Enter Horse Owner/Partner dropdown.
- ② Enter or select the horse's Owner. If the horse's owner is already entered in equineGenie the owner will be displayed in the Select or Enter Horse Owner/Partner dropdown. If the owner isn't displayed select [New Customer/Client] from the dropdown and enter the horse owner.
- ③ After the horse's correct owner has been selected or entered be sure and identify the owner's percentage of ownership. If an owner entered is not the only owner of the

horse repeat ① and ② until all the horse's owners have been entered and their respective ownership percentage identified.

Note: *The ownership percentages available for selection in the Ownership (%) dropdown are in increments of 5%. However, any percentage can be entered by selecting a percentage then mousing over it and entering the correct percentage. **A horse's ownership percentage should never exceed 100%.***

Note: *A horse's ownership percentage is used to do automatic billing splits. A horse's ownership cannot be changed during a billing cycle. If it needs to be changed the billing cycle must be split between the previous and current owners. This is done by splitting the billing log charges between owners and selecting the appropriate invoicing period for each owner when the respective customer is invoiced.*

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The Customers

equineGenie helps manage the income a customer contributes to the business. A customer's income includes the horse income from a customer's horse or horses and the income specific to the customer like riding lessons, horse leases, tack sales, trailer parking, tack room rental, etc. Entering a customer in equineGenie is covered in the Customer: Customer Setup training document. <http://www.equinegenie.com/training>. Included here is the Customer Information screen for reference and identification of the required prerequisites.

- ① equineGenie needs the customer's name, address and email address to invoice a customer.
- ② A customer needs an account number, payment terms and their initial account balance before they can be invoiced and invoiced with the correct amount due.

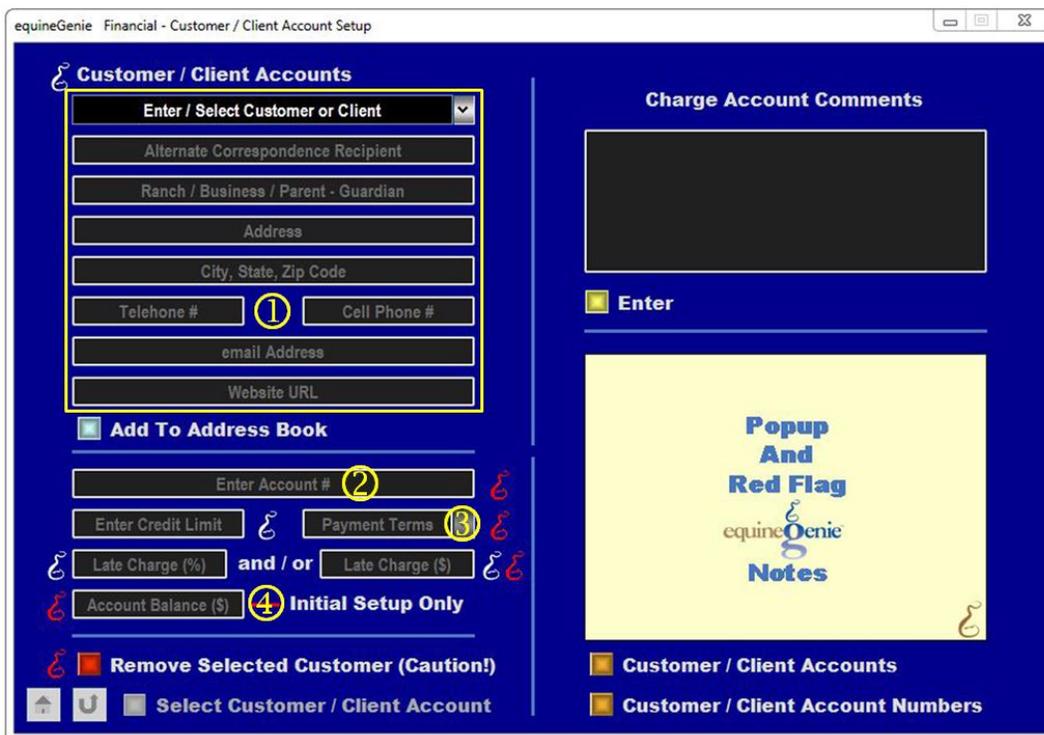
Note: Once a customer is entered it is available in all customer billing, management and invoice dropdowns.

Note: A customer's invoice is automatically converted to a pdf and emailed directly from equineGenie if the customer's email address has been entered and the email button selected on the Invoice or Invoice All Customers screens.

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Customer Account Setup

To invoice a customer the customer / clients must have their financial account information entered or selected. If you enter the Customer / Client Account Setup screen from the Customer / Client Information screen the customer's contact information will be displayed. Entering a customer in equineGenie is covered in the Financial: Vendor and Customer Financial Setup training document. <http://www.equinegenie.com/training>. Included here is the Customer / Client Account Setup screen for reference and identification of the required prerequisites.



- ① To complete a customer's account setup the customer must be displayed. The customer can be entered, selected or will be displayed when you enter the Customer / Client Account Setup from the Customer / Client – Information screen.
- ② To be invoiced a customer ***must have*** an account number. If you already have an account number from another system you can use it. If you don't, or don't want to use a previous number, you can make one up, ***but a customer must have an account number***. The account number can be a numeric, alphanumeric or all alpha characters.
- ③ To be invoiced a customer ***must have*** their payment terms identified. Do not use 'due on receipt' if you are entering customer late charges. If you set the payment terms to 'due on receipt', equineGenie will start calculating late charges on the date of the invoice. A better choice would be payment terms of 'net 5'. Terms of 'net 5' will give your customer time to receive the invoice and pay it as if it was 'due on receipt'.

- ④ If your customer has an account balance at initial setup, enter the balance in the Account Balance (\$) box. If the customer does not have an account balance, enter '0'.

Note: *You cannot invoice a customer until there financial account setup is complete.*

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Services and Products Provided

Setting up the services and products your business provides should be given as much attention and thought as setting up your chart of accounts. The services and products are what your business bills your customers and how your business generates its revenue. Remember; if you can't measure it, you can't manage it. After your services and products are set up, they are selected from the Service / Product dropdowns on the horse and customer billing logs and don't need to be reentered when billing a horse or a customer. Setting up the services and products is covered in the Customer: Customer Billing training document.

<http://www.equinegenie.com/training>. It is strongly recommended that you review the Services and Products Setup training document. Included here is the Customer / Client Services / Product Setup screen for reference and identification of the required prerequisites.

The screenshot shows the 'equineGenie Customer / Client - Services / Product Setup' window. The interface is dark blue with white text. On the left, under 'Business Services / Product Setup', there are two dropdown menus: 'Service / Product Category' (1) and 'Service / Product Provided' (2). Below them are 'Charge' (3) and 'Billing Units' (4) fields. A 'Taxable Item?' section has a 'No' radio button (5). Below this are four percentage input fields: 'Local (%)', 'Regional (%)', 'State/Provincial (%)', and 'Country (%)'. At the bottom of the left section are buttons for 'Remove Service or Product Offered', 'View Service / Product Provided', and 'Additional Services / Another Service Category'. The right section, 'Services / Products Setup Comments', has a large empty text area, an 'Enter' button, and a yellow box containing the text 'Popup And Red Flag equineGenie Notes'. At the bottom right is a 'View All Services / Products' button.

- ① Services and Product are categorized into general horse business categories. You select a category to be billed from the Select / Product Category dropdown. If a category you need for your business is not displayed in the dropdown you can add a category by selecting [New Category] from the dropdown and enter your own category.
- ② Services and Products are provided in each category. You select a service or product to be billed from the Select / Product Provided dropdown. If a service or product you need in the selected category is not displayed in the dropdown you can add a service

or product by selecting [New Service/Product] from the dropdown and enter your own service or product.

③ The charge for the selected service or product is entered in the Charge box.

Note: *If a service or product charge is variable, '0' should be entered in the Charge box. The charge for the service or product can be entered on the horse or customer billing log when the service or product is billed.*

④ The billing units for the service or product charge is selected from the Billing Units dropdown.

Note: *If a service or product charge of '0' is entered in the Charge box the billing units still need to be selected.*

Note: *You can enter your own billing units, but it is not recommended. If you do enter your own billing units make sure they are less than seven characters.*

⑤ If a service or product is taxed, the appropriate tax percentage needs to be entered in the respective tax percentage box.

Note: *Before entering a tax percentage you should check with your tax authority to make sure you are entering the correct rate.*

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Billing Management

equineGenie tracks, measures, manages and reports on a customer's invoicing history, payments and delinquencies. To manage a customer's billing a customer's billing management needs to be set up. A customer's billing management tells equineGenie how often a customer is invoiced. Don't confuse billing management with when an invoice is due. Assigning a customer's billing management is covered in the Customer: Customer Billing training document. <http://www.equinegenie.com/training>. Included here is the Customer / Client Billing Management screen for reference and identification of the required prerequisites.

The screenshot shows the 'equineGenie Customer / Client - Billing Management' interface. It features a dark blue background with white text and icons. The left sidebar contains several sections: 'Billing Management' with a dropdown menu labeled 'Select Customer/Client' (marked with a yellow circle 1); 'Invoicing Setup' with a dropdown menu labeled 'Invoicing Frequency' (marked with a yellow circle 2) and a dropdown menu labeled 'Customer Message Printed On Invoice' (marked with a yellow circle 3); and 'Invoice Management' with several options: 'Customer Invoice Balances', 'Customer Receivables Ledger', 'Invoice Balances Current Year', 'Invoice Number Used', '4-Line Address Labels (Avery 5160)', and '5-Line Address Labels (Avery 5160)'. The right sidebar contains a section titled 'Billing Management Setup Comments' with a large text area and an 'Enter' button. Below the text area is a yellow box with the text 'Popup And Red Flag equineGenie Notes'.

- ① A customer's name needs to be selected from the Select Customer/Client dropdown before a customer's billing management can be setup.

Note: A customer will not be displayed in the Select Customer/Client dropdown if the customer's account number has not been assigned.

- ② Select how often a customer is invoiced from the Invoicing Frequency dropdown.

Note: Although DOR is displayed in the Invoicing Frequency dropdown *do not select it*.

- ③ Select the customer message you want to have on the bottom of a customer's invoice. equineGenie provides some choices, but you can enter your own message.

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Invoicing (Board, Farrier Work & A Lesson)

Now that the required prerequisites have been completed you can invoice a customer. The prerequisites do not need to be satisfied each time you invoice. When you invoice a customer you select the line item charges previously entered on the horse and customer billing logs.

Remember, horse specific charges are entered on the horse billing log and customer specific charges are entered on the customer billing log. Invoicing a customer is extremely efficient if you have the discipline to maintain your billings logs during an invoicing period.

Horse Billing Log – Board & Farrier Work

The horse billing log is used to capture horse specific charges that are billed to a customer's horse. For example horse board, horse preventative care, horse show entry fees, mare breeding charges, stallion collection charges, etc. A horse charge can be entered directly in the horse billing log, for example a horse's board, or it can be entered as a result of a horse charge generated on another horse screen, for example the farrier work generated on the Horse Preventative Care - Farrier screen.

Horse Board

A horse's board is entered directly in the horse billing log. In this example the boarding charges would have been *previously setup* on the Customer/Client – Services / Products Setup screen. Below is an example of Board –full care, charged \$750 per month with a state sales tax of 5%.

equineGenie Customer / Client - Services / Product Setup

Business Services / Product Setup

Services / Product Provided

Boarding ①

Board - full care ②

\$750.00 ③

Month ④

Taxable Item? Yes

Local (%) Regional (%)

5% ⑤ Country (%)

Additional Services

Another Service Category

Remove Service or Product Offered

View Service / Product Provided

Services / Products Setup Comments

Board - full care included:

1. Grass hay three times a day
2. Grain twice a day
3. Supplements in the morning
4. Stall cleaned once a day

Enter

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View All Services / Products

① The Board category is selected from the Service / Product Category dropdown.

② Board – full care is selected from the Service / Product provided dropdown.

Note: equineGenie allows you to identify a new Service / Product Category and/or a new Service / Product Provided. New categories and services or products entered are remembered by equineGenie for future use.

③ A charge of \$750, is entered in the charge box for the Board – full service.

④ The Month billing unit is selected from the dropdown because the board is charged monthly.

Note: If the Board – full service charge is variable, a charge of '0' would be entered and changed each month. Even if the board charge is '0' the billing unit should still be selected.

⑤ Where the business is located there is a 5% state sales tax on horse board so 5% is entered in the State/Provincial (%) box.

Note: equineGenie automatically calculates the tax based on the percentages entered and adds the tax to the service or product's total charge.

Horse Board – Customer Charge

Now that we have setup what we charge for Board - full care, the horse in this example can be charged for its monthly board. A horse can be charged individually or multiple horses can be charged for the same service or product on the same date. First is the individual horse.

equineGenie Customer / Client - Horse Billing Log

Horse Billing Log

Jumping Jon ①

9/1/2015 ②

Boarding ③

Board - full care ④

4000 - 4999 Income

4000 - Boarding Income ①

Board - full care ②

\$750.00 Month

1 \$787.50

Additional Services

Another Service Category

Remove Selected Horse Billing

Horse Billing Log Comments

Enter

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Horse Billing Logs Current Year

Horse Billing Logs Previous year

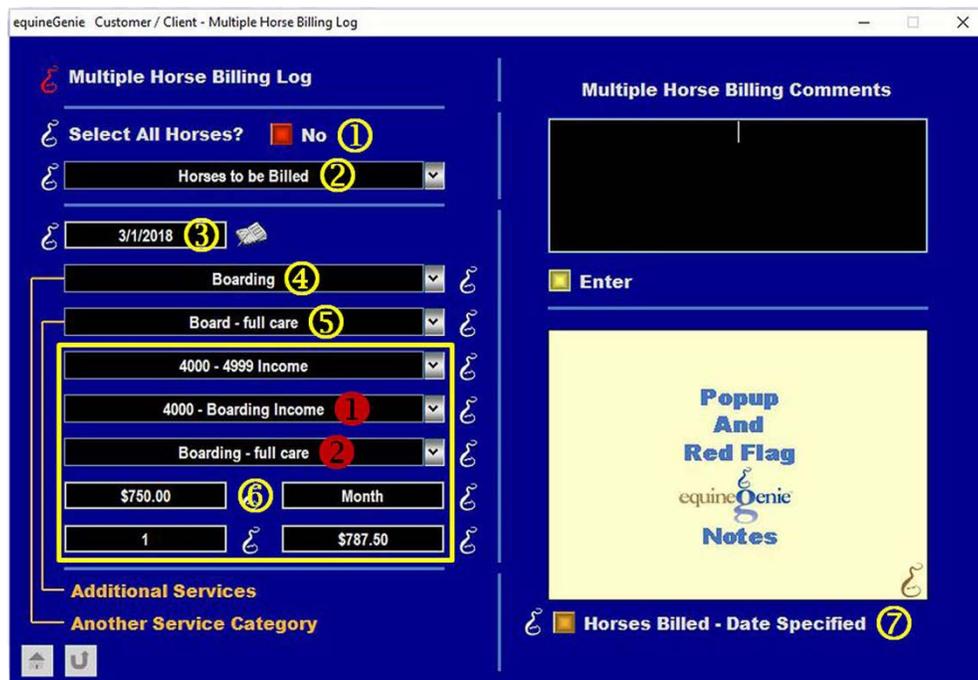
① The horse to be charged is selected from the Horse dropdown.

- ② The date of the charge is either entered or selected from the calendar icon.
- ③ The Board category is selected from the Service / product Category dropdown.
- ④ Board – full care is selected from the Service / Product dropdown.
- ⑤ When the service or product is selected from the Service / Product dropdown the remainder of the billing log will automatically fill.

Note: The charge and billing units are from the services and products setup. The \$750 is the monthly charge and the \$787.50 is the total charge including the 5% sales tax. The monthly charge can be changed. If the monthly charge is changed the sales tax is automatically recalculated. The number of units can also be changed. The total charge is recalculated and updated when you 'click' in the total charge box.

- ① When the service or product is selected from the Service / Product dropdown, 4000 – Boarding Income will be display. If it is a board charge nothing needs to be changed. However, if the charge should be accounted for in another income account the correct income account needs to be selected from the Select Account dropdown.
- ② If the selected income account has a subaccount, select the subaccount from the Subaccount dropdown.

If the horse being charged board is one of several horses whose board is the same board and charged on the same day, the horse can be included in the total when the 'Selected All Horses?' button is selected. Or, the horse can be selected from the dropdown list if it is one of several horses to be billed the same board on the same day.



- ① If the horse to be charged is included in all the horses to be billed the same board on the same day, the 'Select All Horses?' button is selected.
- ② If the horse to be charged is one of several horses to be billed the same board on the same day, the horse is selected from the horses displayed in the 'Horses to be Billed' dropdown list.
- ③ The date of the charge is either entered or selected from the calendar icon.
- ④ The Board category is selected from the Service / product Category dropdown.
- ⑤ Board – full care is selected from the Service / Product dropdown.
- ⑥ When the service or product is selected from the Service / Product dropdown the remainder of the billing log will automatically fill.

Note: *The charge and billing units are from the services and products setup. The \$750 is the monthly charge and the \$787.50 is the total charge including the 5% sales tax. The monthly charge can be changed. If the monthly charge is changed the sales tax is automatically recalculated. The number of units can also be changed. The total charge is recalculated and updated when you 'click' in the total charge box.*

- ① When the service or product is selected from the Service / Product dropdown, 4000 – Boarding Income will be display. If it is a board charge nothing needs to be changed. However, if the charge should be accounted for in another income account the correct income account needs to be selected from the Select Account dropdown.
- ② If the selected income account has a subaccount, select the subaccount from the Subaccount dropdown.

Note: *All horses either selected from the 'Select All Horses?' button or from the 'Horses to be Billed' dropdown are billed the same board on the same date. Use the billing choice that is the most efficient for you. If changes need to be made to any horse billed using the Multiple Horse Billing Log, the changes can be made on the individual horse billing log. Selecting the horse, the billing date, the Service / Product Category and the Service / Product on the individual horse billing log will display any line item charges billed to a horse billed on the Multiple Horse Billing Log.*

- ⑦ The horses billed on the Multiple Horse Billing Log can be viewed by selecting 'Horses Billed – Date Specified' button. The report can be for a specific date.

Horse Farrier Work

In this example the customer farrier charges would have been previously setup on the Customer/Client – Services / Products Setup screen. Below is an example of Farrier – Full set shoes charged at \$135 each.

- ① The Farrier category is selected from the Service / Product Category dropdown.
- ② Full set shoes is selected from the Service / Product provided dropdown.

Note: equineGenie allows you to identify a new Service / Product Category and/or a new Service / Product Provided. New categories and services or products entered are remembered by equineGenie for future use.

- ③ A charge of \$135, is entered in the charge box for the Full set shoes.
- ④ The Each billing unit is selected from the dropdown because the farrier work is charged for each service.

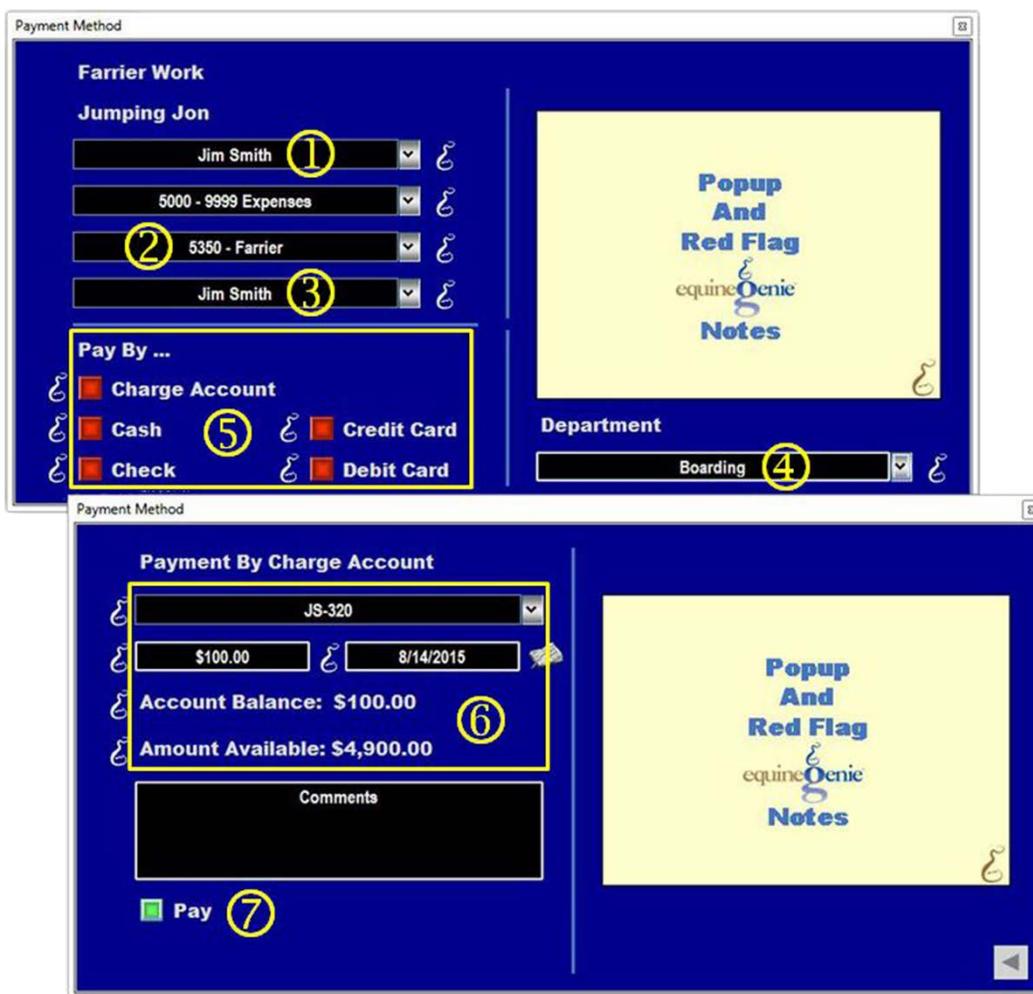
Note: If the Full set shoes service charge is variable, a charge of '0' would be entered and changed each time. Even if the Full set shoes charge is '0' the billing unit should still be selected.

A horse's Farrier Work should be initiated on the Horse Preventative Care – Farrier screen. You can bill a customer for farrier charges by going directly on the horse billing log, but it is not recommended. You lose too much horse care, horse expense and business financial management information. *Be a good manager and use the Horse Preventative Care – Farrier*

screen. A horse's farrier work is charged to the customer on the horse billing log after the farrier work has been applied to the horse's preventative care farrier work, and the business's cost has been transacted with any farrier cost charged to the farrier's account.

- ① The horse is selected from the Select Horse dropdown. If the Horse Preventative Care – Farrier screen is being entered from a reminder the horse would be automatically displayed.
- ② Enter the farrier work and who performed the work. If the Horse Preventative Care – Farrier screen is being entered from a reminder the current date, farrier work to be performed and the farrier would be displayed.
- ③ After entering the farrier's charge to the business, selecting the '**RED \$**' will display the payment method screen to account for your business's cost and the farrier's cost.

When the payment method popup is displayed, the transaction and the horse will be displayed. In this example, Farrier Work and Jumping Jon are displayed.



- ① The farrier performing the work is displayed.
- ② A selection of a related expense accounts is selected from the Select Account dropdown. In this example, 5350 – Farrier is selected.
- ③ If a subaccount was identified, the subaccount can be selected from the Select Subaccount dropdown. In this example the subaccount, Jim Smith is selected.

Note: Account, 5350 – Farrier, and subaccount, Jim Smith, were selected because the business wants to track, measure and manage their farrier expense by farrier. Your farrier expense management can be setup to track it by farrier, type of farrier work, etc. This example also illustrates how subaccounts allow you to track, measure and manage your business the way it makes the most sense to you. *When you enter a horse's farrier on the horse farrier work screen equineGenie automatically tracks the horse's farrier work and farrier work expense so you don't need a subaccount for each horse.*

④ You can select the department where you want to track, measure and manage your farrier expense. In this example the farrier is also accounted for in the boarding department

⑤ You select the type of account you want to use to pay the farrier expense.

Note: Selection of the account type will display the Payment Method popup associated with the type of account selected. In this example we have selected the Charge Account for payment.

⑥ When the Charge Account popup is displayed the account number for Jim Smith, the farrier who did the work, will be displayed with his account balance and the account's remaining available credit if a credit limit was identified when his vendor account was setup.

⑦ Selecting the Pay button will enter the farrier work charge into Jim Smith's vendor account payables and update the business's farrier expense and expenses in total.

Note: Use the farrier's charge account for payment if your business has several horses that require farrier work and you don't want to write a check or transact a credit card payment for each horse. By using the farrier's charge account you can write one check, or transact one credit card payment when all the farrier work is complete. When using a vendor's charge account you pay the vendor on the Pay A Bill screen. This is covered in the equineGenie training, <http://www.equinegenie.com/training>, and a separate tutorial.

<http://www.equinegenie.com/tutorials>

Selecting the Pay button will also redisplay the Horse Preventative Care – Farrier screen so that the horse portion of the farrier work transaction can be completed, or if the horse is a customer horse, the horse can be billed creating a line item for the horse owner's invoice.

equineGenie Horse Preventative Care - Farrier

Farrier Work

Jumping Jon

Full Set Shoes

8/14/2015

Jim Smith

Plate- Steel 2

12

35 35

11.5

Business Owner (\$100.00)

Supplies Used? Go To Enter Supplies

Remove Selected Farrier Work

Farrier Record Current Year wo/cost

Farrier Record Previous Year wo/Cost

Horse Health Report Current Year

Horse Health Report Previous Year

Farrier Work Comments

Enter

2 Enter and Charge the Horse/Customer (Go To Horse Billing Log)

Popup And Red Flag

equineGenie

Notes

- ① When the Pay button is selected the farrier work screen will be redisplayed indicating that the cost to the business has been transacted.
- ② Because the farrier work was performed on a customer's horse, *do not select the Enter button*. Select the 'Enter and Charge the Horse Customer (Go To Horse Billing Log)' button.

Note: *Selecting the 'Enter and Charge the Horse Customer (Go To Horse Billing Log)' button completes the horse's farrier work and displays the Horse Billing Log.*

Horse Farrier Work – Customer Charge

When the 'Enter and Charge the Horse Customer (Go To Horse Billing Log)' button is selected the horse billing log is displayed. The horse's name and the farrier work date are transferred to the horse billing log and do not need to be selected or entered.

The screenshot shows the 'equineGenie Customer / Client - Horse Billing Log' window. The left pane, titled 'Horse Billing Log', contains several dropdown menus and input fields. A yellow box highlights a section containing a dropdown menu with '4550 - Farrier Income' selected (marked with a red 1), a dropdown menu with 'Full set shoes' selected (marked with a red 2), a text box with '\$135.00', a dropdown menu with 'Each' selected, a text box with '1', and a text box with '\$135.00'. Other dropdowns include 'Jumping Jon' (marked with a yellow 1), '8/14/2015' (marked with a yellow 2), 'Farrier' (marked with a yellow 3), and 'Full set shoes' (marked with a yellow 4). Below these are sections for 'Additional Services' and 'Another Service Category', a 'Remove Selected Horse Billing' button, and navigation arrows. The right pane, titled 'Horse Billing Log Comments', has a large empty text area, an 'Enter' button, and a yellow box containing the text 'Popup And Red Flag equineGenie Notes'. At the bottom right, there are two checkboxes: 'Horse Billing Logs Current Year' and 'Horse Billing Logs Previous year'.

- ① The horse is displayed from the farrier work screen.
- ② The farrier work date is displayed from the farrier work screen.
- ③ Farrier is selected from the 'Service / Product Category' dropdown.

Note: When the horse billing log is display coming from the farrier work screen, only two choices are available in the Service / Product Category dropdown: Farrier and Miscellaneous.

- ④ The Full set shoes service is selected from the service / product dropdown.
- ⑤ When the Full set shoes is selected from the Service / Product dropdown the remainder of the billing log will automatically fill.

Note: The charge and billing units are from the services and products setup. The \$135 is the Full set shoes customer charge. The charge can be changed. The number of units can also be changed. The total charge is recalculated and updated when you 'click' in the total charge box.

Note: The \$135 farrier charge represents a \$35 upcharge from the business's farrier cost. This will net to a \$35 profit on your income statement and other related tax documents. An upcharge

is not uncommon, particularly when you or your employees have to be involved in the farrier work on a customer's horse.

- ❶ When the service or product is selected from the Service / Product dropdown, 4000 – Boarding Income will be display. The Income category needs to be changed by selecting, 4550 – Farrier Income from the Select Account Category dropdown.
- ❷ If the selected income account has a subaccount, select the subaccount from the Subaccount dropdown. In this example; Full set shoes is selected.

Note: *The horse billing log entries created dated line item charges for the horse owner's invoice. These dated line item charges are automatically entered in the horse owner's customer billing log. If a horse billing log entry needs to be corrected or deleted, correct or delete it from the horse billing log where it was entered. **Do Not correct it or remove it from the customer billing log.** equineGenie has a horse billing log and a customer billing log so you get the financial information on both your customer and the customer's horse(s).*

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Customer Billing Log – Customer Riding Lesson

The customer billing log is used to capture customer specific line item charges that are billed to a customer. For example; customer riding lessons, tack sales, trailer rental, horse leases, etc. A customer charge can be entered directly in the customer billing log, for example a horse lease, or it can be entered as a result of a customer charge generated on an equineGenie screen. For example a riding lesson generated on the Customer Lessons – Lesson Results screen.

Customer Riding Lesson

In this example the customer riding lesson charges would have been previously setup on the Customer/Client – Services / Products Setup screen. Below is an example of Lesson – 45 minute charged at \$50 each.

equineGenie Customer / Client - Services / Product Setup

Business Services / Product Setup

Services / Product Provided

Lessons ①

Lesson - 45 minute ②

\$50.00 ③

Each ④

Taxable Item? No

Local (%) Regional (%)

State/Provincial (%) Country (%)

Additional Services

Another Service Category

Remove Service or Product Offered

View Service / Product Provided

Services / Products Setup Comments

Enter

Popup And Red Flag
equineGenie
Notes

View All Services / Products

① The Lesson category is selected from the Service / Product Category dropdown.

② Lesson – 45 minute is selected from the Service / Product provided dropdown.

Note: equineGenie allows you to identify a new Service / Product Category and/or a new Service / Product Provided. New categories and services or products entered are remembered by equineGenie for future use.

③ A charge of \$50, is entered in the charge box for the Lesson – 45 minute.

④ The Each billing unit is selected from the dropdown because the lesson is charged for each lesson.

Note: If the Lesson – 45 minute service charge is variable, a charge of '0' would be entered and changed each time. Even if the Lesson – 45 minute charge is '0' the billing unit should still be selected.

A customer riding lesson result should be initiated on the Customer Lessons – Lesson Result screen. You can bill a customer for lesson charges by going directly on the customer billing log, but it is not recommended. You lose too much facility, customer, instructor and business financial management information. *Be a good manager and use the Customer Lessons – Lesson Result screen.* A customer riding lesson is charged to the customer on the customer billing log after the lesson result has been applied to the customer's riding lesson and the business's cost has been transacted with any instructor cost charged to the instructor's account.

The screenshot shows the 'equineGenie Customer Lessons - Lesson Results' window. The main form area includes:

- Customer Lessons Results:** A dropdown menu for 'Billy Jones' (1), a date field for '8/21/2015' (2), and a 'Group Lesson Participant?' checkbox set to 'No'.
- Horse and Instructor:** A dropdown for 'Kally Thyme SA' (3), a 'Haul In Horse?' checkbox set to 'No', a start time field '2:00:00 PM' (4), a stop time field '2:45:00 PM' (5), a location dropdown 'Indoor Arena' (6), a discipline dropdown 'Western Pleasure' (7), and an instructor dropdown 'Lope' (8) with 'John Howard Jr' (9) selected.
- Business Owner:** A field showing '\$35.00' (10).
- Lesson Pictures / Videos / Documents:** A dropdown for 'Lope Progress' (1).
- Lesson Files:** 'Locate', 'View', and 'Clear' buttons.
- Another Lesson Picture:** A section for adding more media.
- Actions:** 'Remove Lesson Result' and 'Pictures / Videos Saved' buttons.

The right-hand panel contains:

- Lesson Comments:** A text area with 'Excellent progress on the lope.'
- Document, Picture, Video Comments:** A section for adding media to comments.
- Buttons:** 'Enter' and 'Enter and Charge Customer (Go To Customer Billing Log)'.
- Warning Box:** A green box with the text: 'You have entered a date or cost but have not yet associated it with a payment transaction. Please click on the payment button to complete the payment information.'
- Checkboxes:** 'Lesson Results Current Month' and 'Lesson Results Current Year'.

- ① The customer is selected from the Select Customer / Client / Student dropdown.
- ② Enter or select the lesson date.
- ③ Select the horse used for the lesson from the Select Horse dropdown.

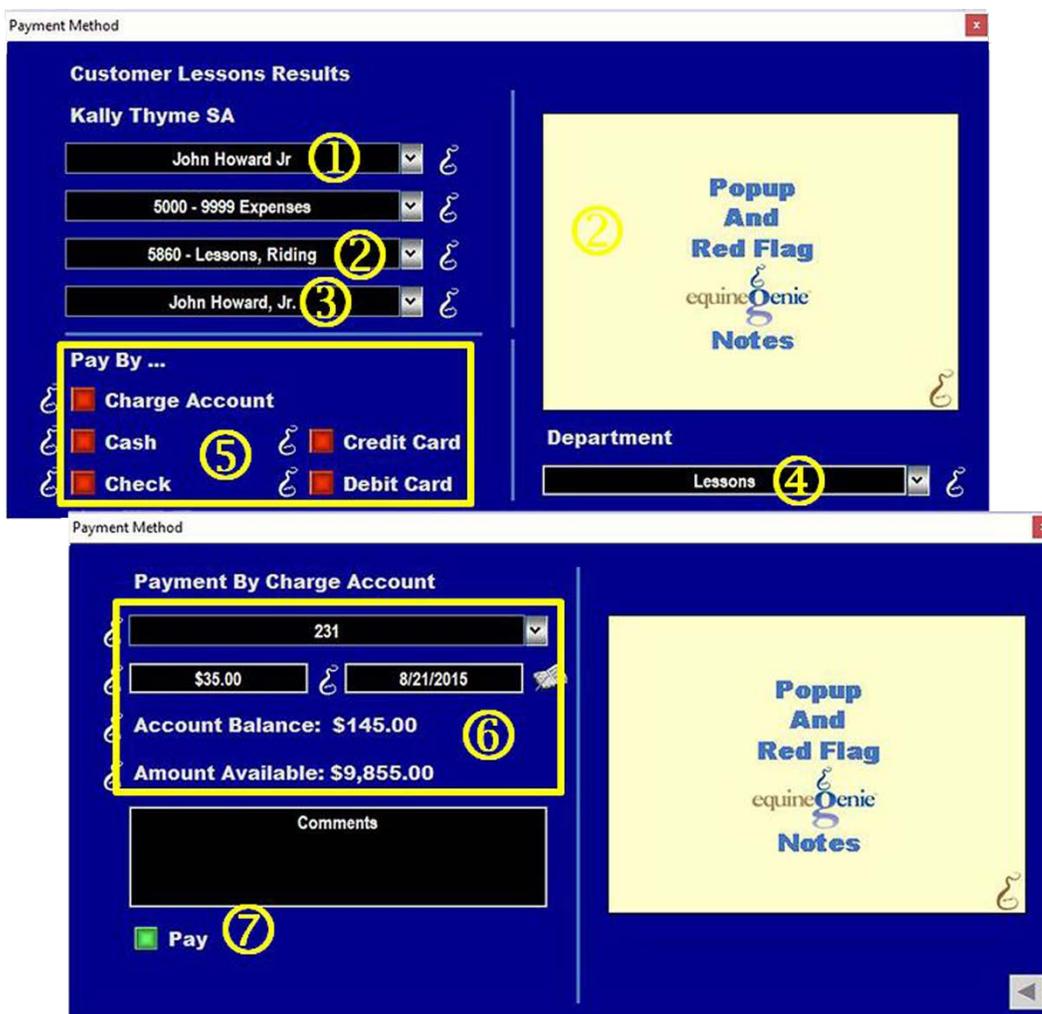
Note: The available lesson horses must have been previously identified as a lesson horses on the Use / Discipline screen.

- ④ Enter the lesson start time.
- ⑤ Enter the lesson stop time.

Note: Selecting the clock symbol for the start and stop times will enter the current computer's time. The time entered can be easily changed to the correct lesson times.

- ⑥ Enter or select the lesson location. *equineGenie tracks the lesson location usage as part of its facility management for your horse business.*
- ⑦ Select or enter the lesson discipline.
- ⑧ Select or enter the type of lesson.
- ⑨ Select the instructor. *Only the instructors who have been identified on the Lesson – Instructors screen to teach the identified lesson discipline will be available for selection.*
- ⑩ Enter the instructor's cost to the business to provide the lesson to the customer. After entering the instructor's charge to the business, selecting the '**RED \$**' will display the payment method screen to account for the business and instructor's cost.
- ① Enter any pictures or videos associated with the lesson.

When the payment method popup is displayed the transaction and the horse will be displayed. In this example, Customer Lesson Results and the lesson horse are displayed.



- ① The instructor teaching the lesson is displayed.
- ② A selection of a related expense accounts is selected from the Select Account dropdown. In this example, 5880 – Lesson, Riding is selected.
- ③ If a subaccount was identified, the subaccount can be selected from the Select Subaccount dropdown. In this example the subaccount, John Howard, Jr. the instructor is selected.

Note: *Account, 5880 – Lesson, Riding, and subaccount, John Howard, Jr., were selected because the business wants to track, measure and manage their lesson expense by instructor. Your instructor expense management can be setup to track it by instructor, type of lesson, etc. This example also illustrates how subaccounts allow you to track, measure and manage your business the way it makes the most sense to you. When you enter a customer's lesson on the lesson results screen equineGenie automatically tracks the horse's lesson income and lesson expense so you don't need a subaccount for each horse.*

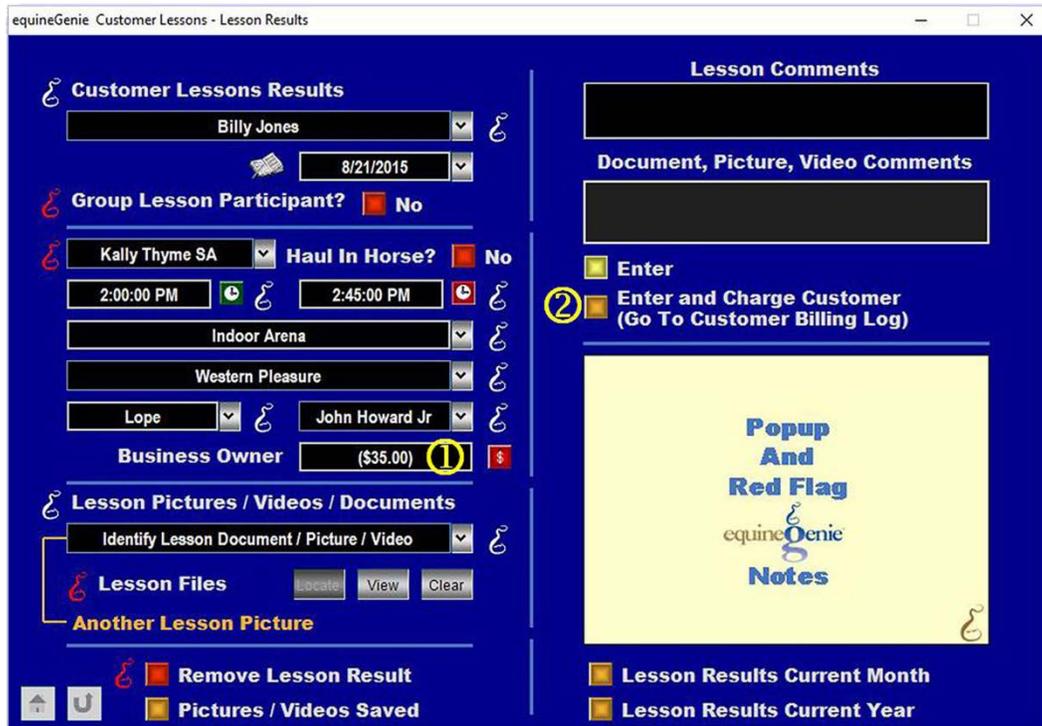
- ④ You can select the department where you want to track, measure and manage your lesson income and expense. In this example the lesson is also accounted for in the lesson department
- ⑤ You select the type of account you want to use to pay the instructor expense.

Note: *Selection of the account type will display the Payment Method popup associated with the type of account selected. In this example we have selected the Charge Account for payment.*

- ⑥ When the Charge Account popup is displayed the account number for John Howard, Jr., the instructor giving the lesson, will be displayed with his account balance and the account's remaining available credit if a credit limit was identified when his vendor account was setup.
- ⑦ Selecting the Pay button will enter the lesson charge into John Howard, Jr. vendor payables and update the business's lesson expense and expenses in total.

Note: *Use the instructor's charge account for payment if your business pays its lesson instructors periodically and you don't want to write a check for each lesson. When using a vendor's charge account you pay the vendor on the Pay A Bill screen. This is covered in the equineGenie training, <http://www.equinegenie.com/training>, and a separate tutorial. <http://www.equinegenie.com/tutorials>*

Selecting the Pay button will also redisplay the Customer Lessons – Lesson Result screen so that the lesson portion of the lesson transaction can be completed and the customer can be billed creating a line item for the customer’s invoice.



① When the Pay button is selected the lesson result screen will be redisplayed indicating that the cost to the business has been transacted.

② Because the lesson was given to a customer, *do not select the Enter button*. Select the ‘Enter and Charge Customer (Go To Customer Billing Log)’ button.

Note: Selecting the ‘Enter and Charge Customer (Go To Customer Billing Log)’ button completes the customer’s lesson result and displays the Customer Billing Log.

Customer Riding Lesson – Customer Charge

When the 'Enter and Charge Customer (Go To Customer Billing Log)' button is selected the customer billing log is displayed. The customer and lesson horse's name, and the lesson date are transferred to the customer billing log and do not need to be selected or entered.

- ① The customer is displayed from the lesson result screen.
- ② The lesson horse is displayed from the lesson result screen.
- ③ The lesson date is displayed from the lesson result screen.
- ④ Lessons is selected from the 'Service / Product Category' dropdown.

Note: When the customer billing log is displayed coming from the lesson result screen, only two choices are available in the Service / Product Category dropdown: Lessons and Miscellaneous.

- ⑤ The Lesson – 45 minute service is selected from the service / product dropdown.
- ⑥ Enter a comment to make this entry distinguishable from other entries for the same customer on the same date.

Note: It is important to enter a comment to distinguish customer billing log entries from each other. This is needed to find an entry that needs to be correct or removed. *Make it a habit.*

- ⑦ When the comment is entered the remainder of the billing log will automatically fill.

Note: *The charge and billing units are from the services and products setup. The \$50 is the Lesson – 45 minute customer charge. The charge can be changed. The number of units can also be changed. The total charge is recalculated and updated when you ‘click’ in the total charge box.*

Note: *The \$50 farrier charge represents a \$15 upcharge from the business’s instructor cost. This will net to a \$15 profit on your income statement and other related tax documents. An upcharge is not uncommon, particularly when you have an employee or contractor providing the customer a service using your facilities.*

❶ When the service or product is selected from the Service / Product dropdown, 4400 – Lesson Income will be display. The Income category can still be changed if necessary from the Select Account Category dropdown.

❷ If the selected income account has a subaccount, select the subaccount from the Subaccount dropdown. In this example; Western Pleasure is selected.

Note: *The customer billing log entry created a dated line item charge for the customer’s invoice. If a customer billing log entry needs to be corrected or deleted, correct or delete it on the customer billing log where it was entered. **Do Not correct it or remove it from any other billing log.** equineGenie has a horse billing log and a customer billing log so you get the financial information on both your customer and the customer’s horse(s).*

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The Invoice

A customer invoice is created for a specific billing period that is identified on the invoice screen. All customer line items in the specified billing period will be automatically included in the customer's invoice. Customers can be invoice individually, or invoiced with all customers at once, or with a select group of customers. The first invoice example we will discuss is the customer individual invoice.

Invoiced Individually

A Customer can be invoiced individually by selecting the Invoice menu item. The individual customer invoice screen will be displayed.

- ① Select the customer to be invoice from the Select Customer/Client dropdown.
- ② The customer's account will be automatically displayed.
- ③ Enter the invoice date or select it from the calendar icon.
- ④ The invoice due date will be automatically displayed.

Note: The due date is calculated by adding the customer's payment terms to the invoice date.

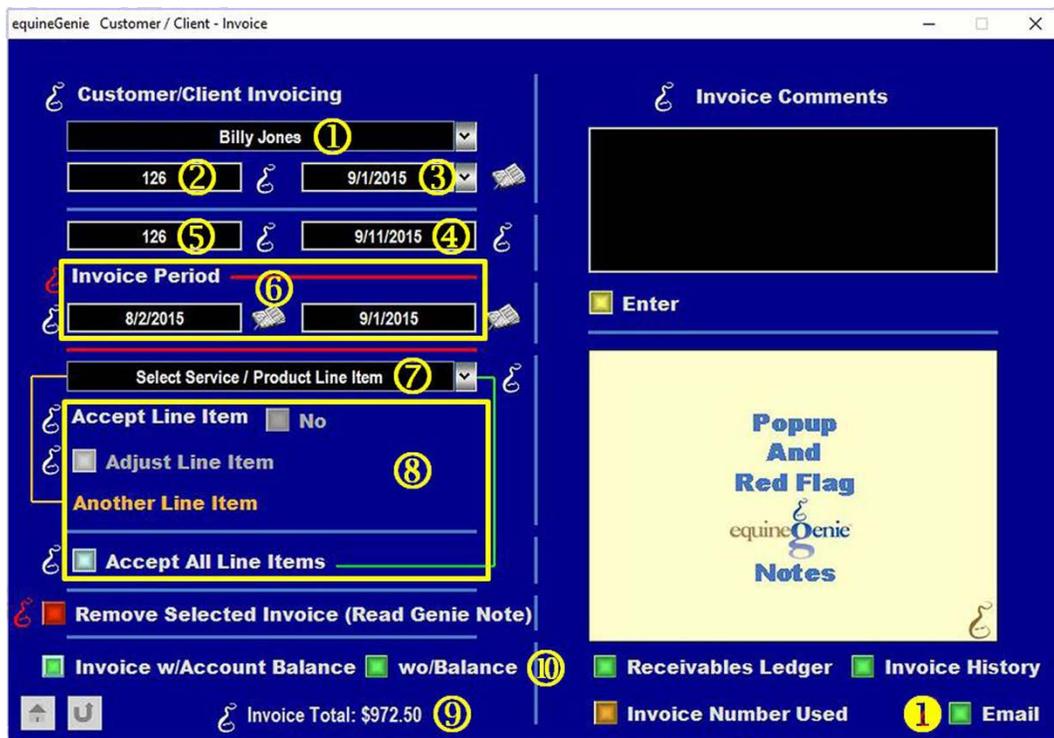
- ⑤ The invoice number will be automatically incremented.

Note: If the invoice is the first invoice an invoice number needs to be entered. It can be any number as long as it is a numeric. The invoice number will be automatically incremented each time a new invoice is created.

- ⑥ The invoice period needs to be set. The line items previously billed on either the horse or customer billing log, whose bill date is within the invoice period, will be eligible to be included on the customer's invoice.

Note: The invoice period can cover any period of time. We suggest that you make the invoice period the same as your invoicing frequency identified on the Billing Management screen. We further suggest that if your business boards horse that you bill you board in advance. For example, if your board is due on the 1st of each month, your billing period would be from the 2nd of the previous month to the 1st of the current month. That way you are picking up any horse or customer charges since the last invoice date and you are getting paid for a horse's board in advance. This way, if the horse is moved during the month you have already been paid for its board. You also have the cash flow necessary to care for the customer's horse.

- ⑦ The line items billed during the invoice period are available in the Select Service / Product Line Item dropdown. You can view the line items for correctness and then select them individual or all at once.



- ⑧ The line items in the Select Service / Product Line Item dropdown can be selected one at a time and adjusted if necessary. If they are satisfactory and do not need adjusting, they can all be selected at the same time.

Note: To adjust a line item, select the line item and then select the Adjust Line Item button, which will be active when you select a line item..

- ⑨ As the line items are select individually or all at the same time, the invoice total will appear at the bottom left center of the invoice screen. .
- ⑩ The invoice can be viewed, printed or exported with and without the customer's account balance.
- ⑪ A customer invoice can be emailed to a customer directly from equineGenie without being exported and attached to an email. If you are satisfied with an invoice, selecting the Email button will convert an invoice to a pdf and email it to the customer's email address entered in a customer's information.

Note: your business's email needs to be setup on the System Security – Network Settings screen. The customer must have an email address entered on the Customer / Client – Information screen.

Invoice All Customers

All customers can also be invoiced at the same time or with a selected group of customers without having to display the invoice screen for each customer. This is done on the Invoice All Customers screen.

- ① If you want to invoice all your customers at the same time, select the 'Select All Customers?' button.
- ② If the 'Select All Customers?' button is selected all your customers will be selected in the 'Customers to be Invoiced' dropdown. If the 'Select All Customers?' was not

selected, a list of all your customers will be displayed in the 'Customers to be Invoiced' dropdown. You can then select the customers you want to invoice.

- ③ Enter the invoice date or select it from the calendar icon.
- ④ The invoice period needs to be set. The line items previously billed on either the horse or customer billing log, whose bill date is within the invoice period, will be included in each selected customer's invoice.

Note: *If adjustments need to be made to any customer's invoice generated on the Invoice All Customers screen they can be made by recalling the customer's invoice on the Invoice screen.*

- ⑤ If you do not want to Email the customers invoices, select the Email button changing it to No.
- ⑥ Selecting Enter will generated the invoices for the selected customers as a pdf and email them to the customer's email address.
- ⑦ Reports for the invoices generated and email can be viewed, printed and/or exported.

Invoice Example

Invoice



Remit Payment to:

Valentine Arabians LLC
 12345 Someplace Road
 Someplace, ST 99999
 Phone: 999.999.9999
 info@valentinearabs.com

Billy Jones
 3456 Some Lane
 Someplace, ST 99999
 Phone: 99.999.9999 Mobile: 999.888.7777 Emergency: 999.777.8888 Fax: none
 bob.valentine7@gmail.com

% Billy Jones Trust
 Jones Ranch

Services / Products provided **August 2, 2015** to **September 1, 2015**

| Account Balance | Past Due | Invoice # | Invoice Date | Terms | Due Date | Late Charge |
|-----------------|----------|-----------|--------------|-------|-----------|----------------|
| 972.50 | \$ - | 126 | Sep 1, 2015 | 10 | 9/11/2015 | 5.00%/ \$25.00 |

| Date | Horse | Qty | Units | Description | Tax | Unit Cost | Line Total |
|--------------|----------------|------|-------|--------------------|----------|-----------|------------|
| Aug 14, 2015 | Jumping Jon | 1.00 | Each | Full set shoes | \$ - | \$ 135.00 | \$ 135.00 |
| Aug 21, 2015 | Kally Thyme SA | 1.00 | Each | Lesson - 45 minute | \$ - | \$ 50.00 | \$ 50.00 |
| Sep 1, 2015 | Jumping Jon | 1.00 | Month | Board - full care | \$ 37.50 | \$ 750.00 | \$ 787.50 |

Comments

Balance Forward \$ -

Sales Tax \$ 37.50

Invoice Line Item Total \$ 935.00

Late Charge \$ -

Total Due \$ 972.50

Thank you for your business.

Printed on March 28, 2018

Billy Jones
Invoice Number: 126
Page 1 of 1

① The address where the payment should be remitted.

② The customer's address and contact information.

- ③ The customer's account balance.
- ④ The invoice payment due date.
- ⑤ By selecting the up/down arrow the dates can be ascending or descending.
- ⑥ By selecting the up/down arrow the horses can be grouped ascending or descending.

| <i>Date</i> | 6 <i>Horse</i> | <i>Qty</i> | <i>Units</i> | <i>Description</i> | <i>Tax</i> | <i>Unit Cost</i> | <i>Line Total</i> |
|--------------|-----------------------|------------|--------------|--------------------|------------|------------------|-------------------|
| Aug 14, 2015 | Jumping Jon | 1.00 | Each | Full set shoes | \$ - | \$ 135.00 | \$ 135.00 |
| Sep 1, 2015 | Jumping Jon | 1.00 | Month | Board - full care | \$ 37.50 | \$ 750.00 | \$ 787.50 |
| Aug 21, 2015 | Kally Thyme SA | 1.00 | Each | Lesson - 45 minute | \$ - | \$ 50.00 | \$ 50.00 |

Note: The arrows are not on the invoice when it is converted to a pdf.

- ⑦ The invoice invoice line items.
- ⑧ The invoice total of all charges.
- ⑨ Any comments entered on the invoice screen will appear here.

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