

< WEBINAR



E-commerce training academy
for accounting professionals

How to Tame Payment Gateway Reconciliation for Ecommerce



< YOUR HOSTS



Teresa Slack
Co founder
Financlly



Ellen Main
Partner Marketing Manager
A2X



E-commerce training academy
for accounting professionals



Agenda

- Introduction to payment gateways
- Review pros and cons of different payment gateways
- When and how to use clearing accounts
- The ecommerce training academy
- Q&A

So many payment gateways...



CAN'T I ENTER DEPOSITS AS SALES?



E-commerce training academy
for accounting professionals



No...

Here's why

- Net Sales Vs Gross Sales
- Platform costs
- Sales Tax
- Can't reconcile sales
- Not tracking AR & Reserves
- Cash vs Accrual accounting

Amazon example

Gross sales	\$161,177
Bank payouts	\$111,375
Expenses	\$59,362
Tax collected <i>(from multiple provinces)</i>	\$16,059
Total reserves	\$39,822
Net sales	\$101,815

If we just enter by deposit:

Sales = \$111,375

Understated revenue = \$49,802

Sales Tax = \$14,478.75

\$1580.25 - understated taxes collected

Reserves (AR):

\$39,822 - Understated Reserves

**PAYMENT GATEWAYS = SEAMLESS
BUYING EXPERIENCE FOR YOUR
CLIENT'S CUSTOMERS.**

MORE COMPLEXITY FOR YOU.



E-commerce training academy
for accounting professionals



stripe



E-commerce training academy
for accounting professionals



- Home
- Payments
- Balances
- Customers
- Billing
- More +

- Recent
- Subscriptions
- Tax
- Reports**
- Product catalogue

Reports

🔔 Stripe tax reports have moved

You can now find all Stripe Tax features, including reports, within the Stripe Tax section of the "More" menu.

[Stripe Tax →](#) ✕

FINANCIAL REPORTS

📊 Balance

Reconcile your Stripe balance and download your categorised transaction history.

🏦 Payout reconciliation

Transactions that have settled to your bank account including a categorised breakdown for each payout.

📅 Revenue recognition

Get reports on recognized and deferred revenue, charts to track your revenue over time, and tools to forecast revenue.

📄 Stripe Tax

View and download your Stripe Tax transaction history.

ANALYTICS

📈 Billing analytics

View core metrics on the state of your subscriptions and invoices, including MRR, retention, collections, and more.

🕸 Radar analytics

View fraud and dispute metrics and get insights on the performance of your Radar rules.

🔒 Payment authentication New

View and analyze your 3DS conversion metrics and the impact of local regulations.



Balance summary — Platform

Shows starting and ending balance in your Stripe account. Starting balance is the sum of your available balance, pending balance, and Connect reserved balance. Changes to your balance come from activity (payments, refunds, transfers, etc.) and from payouts to your bank (aggregated here and broken out in detail in the reports below).

[Download...](#)

Starting balance — Dec 1, 2021 EST

\$720.74

Balance change from activity

Account activity before fees

\$2,448.82

Less fees

-\$73.40

Net balance change from activity

\$2,375.42

Total payouts

-\$2,430.57

Ending balance — Dec 31, 2021 EST

\$665.59

Balance change from activity

Detailed breakdown of the balance change from activity line from the above Balance Summary report. Includes changes to your Stripe balance from activity (payments, refunds, transfers, etc.), excluding payouts, as well as itemized downloads.

[Download...](#)

Charges ⓘ

Count

8

Gross amount

\$2,448.82

Fees ⓘ

-\$73.40

Refunds ⓘ

Count

0

Gross amount

\$0.00

Balance change from activity

8

\$2,375.42

Payouts

Detailed breakdown of the total payouts line from the above Balance Summary report. Includes changes to your Stripe balance, from payouts to your bank, as well as itemized downloads.

[Download...](#)

Payouts ⓘ

Count

6

Gross amount

\$2,430.57



E-commerce training academy
for accounting professionals



Pros & cons

stripe

Pros:

- Good Reporting
- Easy to integrate into their ecom platform
- Fees are average
- Have a POS terminal
- Well known and trusted
- Inventory
- Multi-currency
- Billing
- Stripe Tax

Cons:

- Doesn't connect to QBO

Unique challenges & connecting

stripe

Challenges

- Bank statements

Connecting

- Needs an app

RECONCILING STRIPE



E-commerce training academy
for accounting professionals



Reports

[Balance](#) Payout reconciliation

Changes to your Stripe balance from Dec. 1, 2021–Dec. 31, 2021, based on the date of the balance change ⓘ. Useful to record how your Stripe balance changed.

Last Month ▾ Dec. 1, 2021–Dec. 31, 2021 📅 America - Vancouver 🌐 Schedule... 📅 Print

Balance summary

Shows starting and ending balance in your Stripe account. Starting balance is the sum of your available balance and pending balance. Changes to your balance come from activity (payments, refunds, transfers, etc.) and from payouts to your bank (aggregated here and broken out in detail in the reports below).

Download...

Starting balance — Dec. 1, 2021 PST		\$44.67
Balance change from activity		
Account activity before fees	\$506.97	
Less fees	-\$20.96	
Net balance change from activity		\$486.01
Total payouts		-\$530.68
Ending balance — Dec. 31, 2021 PST		\$0.00



category	description	net_amount	currency
starting_balance	Starting balance (2021-12-01)	44.67	cad
activity_gross	Account activity before fees	506.97	cad
activity_fee	Less fees	-20.96	cad
activity	Activity	486.01	cad
payouts_gross	Payouts to bank	-530.68	cad
payouts_fee	Payout fees	0	cad
payouts	Total payouts	-530.68	cad
ending_balance	Ending balance (2021-12-31)	0	cad



Starting balance — Dec 1, 2021 EST		\$720.74
Balance change from activity		
Account activity before fees	\$2,448.82	
Less fees	-\$73.40	
Net balance change from activity		\$2,375.42
Total payouts		-\$2,430.57
Ending balance — Dec 31, 2021 EST		\$665.59

Balance change from activity

Detailed breakdown of the balance change from activity line from the above Balance Summary report. Includes changes to your Stripe balance from activity (payments, refunds, transfers, etc.), excluding payouts, as well as itemized downloads.

↓ Download...

Hover anywhere on this line to show the download button

Charges ⓘ	Count	8	↓ Download...
	Gross amount		\$2,448.82
	Fees ⓘ		-\$73.40
Refunds ⓘ	Count	0	
	Gross amount		\$0.00
Balance change from activity		8	\$2,375.42

Payouts

Detailed breakdown of the total payouts line from the above Balance Summary report. Includes changes to your Stripe balance, from payouts to your bank, as well as itemized downloads.

↓ Down'...'...



Download report — Dec. 2021

Report format
 Summary Itemized

Reporting category
All

Columns
Default (9)
All (42)
Custom

BALANCE TRANSACTION Select All None

<input checked="" type="checkbox"/> Balance transaction ID	<input checked="" type="checkbox"/> Fee
<input type="checkbox"/> Created (UTC)	<input checked="" type="checkbox"/> Net
<input checked="" type="checkbox"/> Created (requested time zone)	<input checked="" type="checkbox"/> Reporting category
<input type="checkbox"/> Available on (UTC)	<input type="checkbox"/> Source ID
<input checked="" type="checkbox"/> Available on (requested time)	<input checked="" type="checkbox"/> Description

Notifications
 Email teresa.slack@financlly.ca when your report is ready to download

Cancel Download



E-commerce training academy
for accounting professionals



Balance change from activity

Detailed breakdown of the balance change from activity line from the above Balance Summary report. Includes changes to your Stripe balance from activity (payments, refunds, transfers, etc.), excluding payouts, as well as itemized downloads.

↓ Download...

Charges ⓘ	Count	8	↓ Download...
	Gross amount		\$2,448.82
	Fees ⓘ		-\$73.40
Refunds ⓘ	Count	0	
	Gross amount		\$0.00
Balance change from activity		8	\$2,375.42

Payouts

Detailed breakdown of the total payouts line from the above Balance Summary report. Includes changes to your Stripe balance, from payouts to your bank, as well as itemized downloads.

↓ Download...

Payouts ⓘ	Count	6	↓ Download...
	Gross amount		\$2,575.57



Reconciling Lump sum apps

stripe

You only need the **summary data**.

- Uses the summary amounts from Stripe reports not details.
- Confirm opening balance and enter closing balance.
- Check off all the A2X entries and the expense entries.
- Verify that you reconcile!
Investigate if it doesn't.

Reconciling individual entry



- Verify the opening balance and enter the closing balance.
- Use the **detail report** to check off each entry.
- Verify that you reconcile to closing balance.
- Investigate any discrepancies



PayPal balance

\$460.60 CAD*

Available

CAD \$460.60
USD US\$0.00

*This is an estimate based on the most recent conversion rate.

Transfer Money

Auto transfers weekly

Change

Insights

Last 7 days

Money in

\$1,098.85

Total received

Quick links



Business Tools



Recurring Payments



QR codes



Invoicing



Request money



Send money

Recommended for you



Subscriptions

Create stable, predictable income by offering subscription plans on your website.

Learn more

Actions

Edit

Create an invoice

Customer's email

Item name

Add a second action

+ Create a quick donate link

+ Issue a refund

[Home](#)[Activity](#)[Pay & Get Paid](#)[Marketing For Growth](#)[Business Tools](#)

All reports



Switch to classic view



[Give us your feedback](#)

[Favourites](#)[Payments](#)[Risks](#)[Activities](#)[Performance](#)[Tax](#)

PayPal balance report NEW

Details of transactions that have impacted the opening and closing balances of your PayPal account each day.



Statements - monthly and custom

A consolidated view of balances, payments, fees, taxes, chargebacks, and refunds in your account. It includes the list of transactions, categorized by record types, to help you reconcile your starting and ending balances for the given period.



E-commerce training academy
for accounting professionals



Pros & cons



Pros:

- OK Reporting
- Easy to integrate PayPal into their ecom platform
- Fees are average
- Well known and trusted
- Multi-currency
- Sales Tax
- Connects to QBO

Cons:

- Multi-currency
- Multi-currency Sales
- Exchange rates
- Getting the statements

Unique challenges & connecting



Challenges

- Multi-currency purchases
- Multi-currency sales
- Bank Statements

Connecting

- Does connect but with issues

RECONCILING PAYPAL



E-commerce training academy
for accounting professionals





Statements - monthly and custom ☆

Monthly consolidated view of balances, payments, fees, taxes, chargebacks, and refunds in your account.

Create a custom statement for any date range within the past 3 years. Statements include transactions between 01/03/2021 and 28/02/2024, 11:59 PM

Date range
01/01/2024-31/01/2024

[Create report](#)

History

Date range	Delivery type	PDF	CSV
Feb 1, 2024 - Feb 1, 2024	On demand	Download	Request
Jan 1, 2024 - Jan 31, 2024	Scheduled	Download	Request
Jan 1, 2024 - Jan 31, 2024	On demand	In progress	Request

Relevé d'activité pour septembre 2021

Récapitulatif du solde (01/09/2021 - 30/09/2021)

	Disponible au départ	Disponible à la fin	Retenu au départ	Retenu à la fin
CAD	65,57	128,34	0,00	0,00
EUR	0,00	94,70	0,00	0,00
USD	0,00	0,00	0,00	0,00

Historique des transactions - EUR

Date	Description	Nom \ Adresse de courriel	Brut	Frais	Net
06/09/2021	Paiement de Paiement express Identifiant : 4YE14373CG465524Y	Expense in EUR	-80,55	0,00	-80,55
06/09/2021	Conversion de devise générale Identifiant : 5RC67076B70646335		80,55	0,00	80,55
16/09/2021	Paiement de Paiement express Identifiant : 5HP0083337256884L	Expense in EUR	-8,89	0,00	-8,89
16/09/2021	Conversion de devise générale Identifiant : 40V005825L019604V		8,89	0,00	8,89
21/09/2021	Paiement de Paiement express Identifiant : 76Y08218JF227612D	Expense in EUR	-37,99	0,00	-37,99
21/09/2021	Conversion de devise générale Identifiant : 0BY86788750296358		37,99	0,00	37,99
27/09/2021	Paiement de Paiement express Identifiant : 1U142107U8349432C	Expense in EUR	-37,99	0,00	-37,99
27/09/2021	Conversion de devise générale Identifiant : 05X88091WW9714356		37,99	0,00	37,99
29/09/2021	Paiement de Paiement express Identifiant : 6EL96439DM308362S	Shopify Sale	98,91	-4,21	94,70
30/09/2021	Paiement de Paiement express Identifiant : 5WA11671L8596671Y	Expense in EUR	-5,09	0,00	-5,09
30/09/2021	Conversion de devise générale Identifiant : 6G184973NK607443G		5,09	0,00	5,09

Dec 03 - Dec 03 2021

\$192.10

\$64.28 paypal

Taxes

Accounts

Sales Sent

COGS Sent

Q Review

Send



Nov 29 - Dec 03 2021

\$325.47

\$165.91 Shopify Payments

Taxes

Accounts

Sales Sent

COGS Sent

Q Review

Send



Dec 02 - Dec 02 2021

\$162.75

\$48.66 paypal

Taxes

Accounts

Sales Sent

COGS Sent

Q Review

Send



Nov 28 - Dec 02 2021

\$1,063.56

\$414.01 Shopify Payments

Taxes

Accounts

Sales Sent

COGS Sent

Q Review

Send



PayPal with A2X

Description	Amount	Account	Tax
ProductSales - CA - Online store	156.00	Sales	Exempt on Sales
Sale Gateway paypal	-192.10	Paypal Clearing	Out of Scope on Sales
Shipping - CA - Online store	14.00	Shipping and Delivery Income	Exempt on Sales
ShippingTax - CA - Online store	1.82	Shopify Sales Tax Collected	Out of Scope on Sales
Tax - CA - Online store	20.28	Shopify Sales Tax Collected	Out of Scope on Sales



E-commerce training academy
for accounting professionals





shopify *payments*
powered by **stripe**



E-commerce training academy
for accounting professionals



The screenshot shows the Shopify admin dashboard. On the left sidebar, the 'Reports' menu item is highlighted with a red box, and a large yellow arrow points to it from the right. The main content area displays four summary cards: Behavior, Finances, Marketing, and Inventory. Each card provides a brief description, a key metric for the last 30 days, and links to detailed reports.

Behavior
Improve your store by understanding how visitors move through your site.
REACHED CHECKOUT LAST 30 DAYS
106
REPORTS
[Online store conversion over time](#)
[Top online store searches](#)
[Show all](#)

Finances
View your store's finances including sales, returns, taxes, payments, and more.
TOTAL SALES THIS MONTH TO DATE
\$4,134.64
REPORTS
[Finances summary](#)
[Total sales](#)
[Show all](#)

Marketing
Gain insights into where your online store customers are converting from.
SALES ATTRIBUTED TO MARKETING LAST 30 DAYS
\$3,672.96
REPORTS
[Sessions attributed to marketing](#)
[Sales attributed to marketing](#)
[Show all](#)

Inventory
Track and understand the movement of your products for more efficient inventory management.
REPORTS
[Percent of inventory sold](#)
[ABC analysis by product](#)
[Show all](#)



Finances summary

Print

All channels ▾

📅 Month to date

Sales

Gross Sales	CA\$5,641.29
Discounts	-CA\$1,246.75
Returns	-CA\$661.79
Net Sales	CA\$3,732.75
Shipping	CA\$56.00
Taxes	CA\$345.89
Total Sales	CA\$4,134.64

Liabilities

Gift card sales	CA\$100.00
Gift cards outstanding balance (on Jan 8)	CA\$2,274.26
Tips	CA\$0.00

Payments

Gift card	CA\$244.37
PayPal Payments Standard	CA\$1,454.03
Shopify Payments	CA\$2,583.30
Total payments	CA\$4,281.70

Gross profit

Net sales	CA\$3,732.75
Net sales without cost recorded	CA\$1,720.50
Net sales with cost recorded	CA\$2,012.25
Cost of goods sold	CA\$1,344.12
Gross profit	CA\$668.13

You don't have permissions to change payment settings. Please contact owner Cassandra Osborn.

- Store details
- Plan
- Billing
- Users and permissions
- Payments
- Checkout
- Shipping and delivery
- Taxes
- Locations
- Gift cards
- Markets Coming soon
- Sales channels
- Domains
- Notifications

Manage

PAYMENT METHODS

VISA

MasterCard

AMEX

DISCOVER

Interac

Pay

Apple Pay

G Pay

Interac

Credit card rate
As low as 2.7% + CA\$0.30

Transaction fee
0%

PAYOUT BANK ACCOUNT

Your payouts are scheduled manually and are deposited into bank account
***** 26 (CAD)

View payouts

Alternative payment methods

External payment methods that can be used in addition to either a third-party provider or Shopify Payments.

Payment capture

Automatic

The customer's payment method is authorized and charged automatically.

Manage

← Payouts

Export

Transactions



Previous payout Jan 7, 2022

\$56.14 CAD Paid

[View transactions](#)

Next payout Est. on Jan 10, 2022

\$111.95 CAD In Transit

[View transactions](#)

Balance

\$1,320.34 CAD

[View transactions](#)

All

Q Filter Items

Status ▾

Payout date ▾

More filters

★ Saved

Payout Date ↕	Status	Charges	Refunds	Adjustments	Fees	Total
Jan 10, 2022	In Transit	\$115.36	\$0.00	\$0.00	-\$3.41	\$111.95 CAD
Jan 7, 2022	Paid	\$58.01	\$0.00	\$0.00	-\$1.87	\$56.14 CAD
Jan 6, 2022	Paid	\$2,503.88	\$0.00	\$0.00	-\$73.05	\$2,430.83 CAD
Jan 5, 2022	Paid	\$351.54	-\$397.11	\$0.00	-\$10.10	-\$55.67 CAD
Jan 4, 2022	Paid	\$388.29	\$0.00	\$0.00	-\$11.38	\$376.91 CAD
Dec 31, 2021	Paid	\$4,744.16	\$0.00	\$0.00	-\$151.88	\$4,592.28 CAD
Dec 23, 2021	Paid	\$285.89	\$0.00	\$0.00	-\$8.02	\$277.87 CAD

Pros & cons



Pros:

- Great Reporting
- Easy to set up
- Fees are average
- Well Know and trusted
- Multi-currency
- Sales Tax
- POS System

Cons:

- Additional fees for outside gateways
- Exchange rates

Unique challenges & connecting



Challenges

- None!

Connecting

- Use an integration app

CLEARING ACCOUNTS



E-commerce training academy
for accounting professionals



A2X

Shopify Payments
- No clearing account

Other Gateways
- Need a clearing account

Do transfers from PayPal
Clearing to Paypal Bank

For PayPal **set up a bank rule** to automatically

Set up bank rules to automatically create expense entries for the PayPal fees

With Amazon, **no clearing account** is needed



Individual entry apps

Individual sales receipts
and returns to QBO

Shopify Payments needs
a clearing account

PayPal does not need
a clearing account

Use Rules when possible



SUMMARY



E-commerce training academy
for accounting professionals



ECOMMERCE TRAINING ACADEMY



E-commerce training academy
for accounting professionals



Support for Accounting Professionals

- Shopify/Amazon Integration Programs
- Ecommerce Accounting Training Academy
 - <https://academy.financly.ca/>
 - Use discount code A2X20 to save 20% off your membership for life.
- Two ways to learn, monthly membership or purchase the whole 10-Module program



Reach out at: Teresa.slack@financly.ca



E-commerce training academy
for accounting professionals



E-commerce bookkeeping can be complex! We strive to make it easier for e-commerce sellers and the accounting professionals that love them.



E-commerce training academy
for accounting professionals

Q&A



E-commerce training academy
for accounting professionals

