



Co-owner Tom Lentz ... Gaining business as increasing government regulations make HR functions more complicated. (Story at right)

Profit Advantage finding opportunities as human resources becomes more complex

by Matrissa Leggett

Profit Advantage, an outsource company for human resource functions in Omaha, has grown steadily and added companies to its client base yearly since the business opened 12 years ago.

"It has really taken off for us," said Tom Lentz, who owns the company with Mike Roseland and Tim Brotzki. "Even in the current economy, businesses look to outsourcing to reduce costs. So, tough times have actually helped us."

The company specializes in multiple human resource services, payroll administration functions, employee benefit administration and workers' safety.

"We give companies a way to get rid of the internal costs and liability," Lentz said. "With increasing governmental regulations, there is added responsibilities and administrative paperwork which can be complicated and frustrating, especially for small businesses," noting that, in addition, many smaller companies can not afford a \$50,000 or \$60,000 salary to have a dedicated human resource employee on staff.

According to Lentz, the way Profit Advantage works with its clients is by serving as a co-employer of the client's staff and paying the staff under its own tax ID number.

"The client is the common law employer and we are the statutory employer," he said. "It transfers the work and liability to us which is what the client is trying to get away from."

Smaller businesses often try to manage with an owner or office person that has little or no background in human resources or

compliance, Lentz said.

"Companies, however, are becoming more comfortable with outsourcing to streamline their businesses and help them run more efficiently,"

The types of business and industries that work with Profit Advantage run the gamut from dental and law offices to restaurants and nonprofit organizations to manufacturing and construction firms. Its smallest client has four employees, and the largest nearly 200.

"The typical company that comes to us has about 20 to 25 employees," Lentz said.

Most clients are based in or near Omaha, but many have offices in other areas of the country, as well. Lentz said

the company functions in 25 states.

"It can get complicated for companies with multiple locations," he said. "Things like overtime are calculated differently state by state, and most people don't know what all is required."

He said that most of the time, Profit Advantage gains clients who come to them facing questions with specific issues involving OSHA, wage an hour, or the equal employment opportunity commission.

"We handle wrongful discharge or discrimination cases for our clients, and we have never lost one of these," Lentz said.

Currently, companies are facing questions relating to the economic downturn such as lay-off situations or shortened workweeks, according to Lentz.

"We walk companies through how to handle these things," he said. "In an instance when companies need to let people go, often they need help with how COBRA works."

Lentz said he, Roseland and Brotzki worked together for another company in the industry before founding Profit Advantage.

All three owners are Omaha natives. Lentz is a graduate of the University of Nebraska-Lincoln, Roseland has a bachelor's degree from Dana College, and Brotzki graduated from Hastings College.

The company purchased its own building and moved to 9826 Giles Road in La Vista in July of last year. Lentz said the move was an advantage to the business because it no longer has to rent space and the additional square footage gives the company room to add employees as it anticipates future growth.

Profit Advantage

Phone: 592-8334

Address: 9826 Giles Road, La Vista 68128

Founded: 1998

Service: outsource company for human resources functions

Industry outlook: "This is a big industry nationwide."

Website: www.profit-advantage.com