

Report differences by subscription level

There are four different subscription levels in QuickBooks Online. They offer various levels of reporting. QuickBooks Online Simple Start is the most basic version, followed by Essentials, Plus and Advanced. Reporting capabilities increase by subscription level.

QuickBooks Online Simple Start: 20+ Reports

Simple Start allows for basic data entry to track your money in and money out, as well as customer tracking and invoicing. The reports follow these same features, and include basic financial and customer reports.

Here are some of the reports you have access to with QuickBooks Online Simple Start:

Profit & Loss	Sales by Customer
Balance Sheet	Sales by Product/Service
Statement of Cash Flows	Transaction List by Vendor
Customer Balance Summary	Check Detail
A/R Aging Summary	Payroll Reports (if payroll is on)
Taxable Sales	Customized Reports
Transaction List by Date	Product/Service List
Reconcile Reports	Deposit Detail

QuickBooks Online Essentials: 40+ Reports

QuickBooks Online Essentials gives you access to all the Simple Start reports as well as additional insight through some of the following reports:

A/P Aging	Profit & Loss Detail
Bill Payment List	Sales by Customer Detail
Company Snapshot	Terms Listing
Customer Balance Detail	Trial Balance
Expenses by Vendor	Unbilled Charges
General Ledger	Unpaid Bills
Income by Customer Summary	Vendor Balance

QuickBooks Online Plus: 65+ Reports

This gives you access to all features of QuickBooks Online, so that's Simple Start and Essentials reports, as well as more comparison and management reports that include:

Budget Overview	Purchases by Product/Service
Budget vs. Actuals	Purchases by Location or Class
Class Listing	Sales by Location or Class
Profit & Loss by Class	Time Activities by Customer
Profit & Loss by Location	Time Activities by Employee
Open Purchase Orders	Transaction Detail by Account

QuickBooks Online Plus offers access to Performance center to make financial data more accessible and visually digestible.

QuickBooks Online Advanced: 65+ Reports + Smart reporting

This gives you access to all features of QuickBooks Online, so that's Simple Start, Essentials and Plus reports, as well as Performance center data visualization and Smart reporting. Smart reporting is available through free access to the Fathom app.

Smart reporting offers a versatile range of data visualizations and management reports for a range of audiences, and lets clients and ProAdvisors set goals for financial KPIs then track performance against them. As a function of this, Fathom integrates with ProAdvisor QuickBooks Online Accountant subscriptions, by inserting a firm-wide alerts dashboard in QuickBooks Online Accountant.

The dashboard will notify ProAdvisors of instances where client KPI targets have been missed. This increases ProAdvisor consultative value for clients, so elevating the role as trusted advisor.