

**COMPANY**

1929 Studios

Melbourne, Australia

1929studios.com

**ESTABLISHED**

2010

**MARKET SEGMENT**

Health &amp; Wellness

**ONLINE STOREFRONT**

Stripe

**ACCOUNTING SOFTWARE**

Xero

*"If I don't have to think about my accounting, I have more time to concentrate on my business."*

**Vintage-inspired dance instructors at 1929 Studios took on Commerce Sync's automation system and swung into action.**

1929 Studios is a swing-loving dance studio in Melbourne, Australia. Founded by New Yorker Lexi Keeton, who started dancing and teaching in 2006, 1929 Studios has been sharing the joys of movement and Depression-Era expression since 2010.

With all kinds of fun classes, such as beginner swing, Balboa, Lindy Hop and Charleston, 1929 Studios offers drop-in classes, full-day workshops and even a free dance social each month. Above all, Lexi and her teaching staff show students how to feel healthy while being active and having fun!



**Commerce Sync was easy to install, so the time savings that 1929 Studios saw was immediate.**



**Commerce Sync frees 1929 Studios from hours of manual data entry so everyone can focus on providing a great experience for the dance students.**

## BACKGROUND

A self-described gypsy, Lexi adopted the swing lifestyle in 2006 and studied dance in Phoenix, Denver and Sweden before she found herself in Melbourne, Australia opening 1929 Studios. She hired an all-star teaching staff and expanded to three different locations to promote the vintage lifestyle of the Swing Era, and well-being through dance. Her lessons are an outlet for the community to express creativity and personal connection that can only be found on a swingin' dance floor.

## CHALLENGE

After long hours of working on her feet – quite literally – Lexi tried to keep a healthy work-life balance. For someone who dances all day and night, it was a huge challenge for this young entrepreneur to run a one-woman shop. She absolutely needed more hours in a day to give everything to her business.

Lexi struggled with her accounting software, tracking sales and running reports for her accountant. A talented dancer and teacher, indeed – but the books were becoming maddening. Instead of focusing on the big picture – where and how to grow her increasingly popular small business – she was spending nights and weekends manually entering sales information into Xero. It was hardly the dancing life she had romanticized.

## SOLUTION

Still dancing and teaching every day, Lexi knew she had to find a solution to eliminate the tedious work of manual data entry. She began doing research on how she could automate the transfer of her Stripe sales information to Xero and learned about Commerce Sync. Lexi read online reviews and engaged Commerce Sync's customer experience team with questions about how the integration worked. She was happy with what she heard and signed up. Once Commerce Sync was activated, Lexi began saving multiple hours per week, plus the time with her accountant could now be focused on growing her studio.

## RESULTS

Step inside 1929 Studios nearly any day of the week and you will hear high-energy music from days gone by, plus the inevitable sound of dance shoes gliding across the floors. Thanks to Commerce Sync, Lexi has more time each week to keep her dancing skills – and shoes – polished, plus get much-needed rest and relaxation so she can stay fresh for her next class. Commerce Sync has allowed her to find that healthy work-life balance that every entrepreneur strives for so she can take care of her business and herself.



## ADVICE ON STARTING YOUR OWN BUSINESS

Find the areas where you are weak, and then find help from experts. Always keep innovating!

## ABOUT COMMERCE SYNC

Commerce Sync automatically transfers sales information to QuickBooks or Xero every day.

**Learn more at [commercesync.com](http://commercesync.com)**

