



Choose Your Bookkeeping Tool

QuickBooks vs Xero vs Sage — What Actually Fits Your Business?

Not all bookkeeping tools are created equal — here's a simple breakdown to help you choose what actually fits your business.

Feature	QuickBooks Online	Xero	Sage
Ease of Use	Very user-friendly and intuitive for most business owners	Clean interface but slightly different workflow	More traditional interface, can feel clunky
Best For	Small to mid businesses, especially service-based	Tech-savvy users or international businesses	Established businesses or accountant-driven setups
Bank Feeds	Strong and reliable	Strong	Varies depending on version
Reporting	Excellent standard reports with easy access	Good and customizable	Strong but less intuitive to navigate
Integrations	Huge ecosystem of apps and add-ons	Very strong ecosystem	More limited compared to others
Payroll	Built-in or integrated options available	Handled through integrated apps	Strong (especially Sage 50)
Learning Curve	Low to moderate	Moderate	Moderate to high

Starlight Insight: Most small businesses in North America will find QuickBooks Online to be the easiest to start and scale with. Xero is a strong alternative if you prefer a different interface, and Sage is typically better suited for more complex or established setups.