

**June 2017**

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Greetings!

As CPA's we are committed to providing a full range of high quality professional services including: accounting, bookkeeping, consulting, payroll, management advisory services, income tax preparation and other attestation services. Our goal is to meet our client's expectations as their most trusted advisor.

If you need help preparing your taxes, please call our office to schedule an appointment.

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## **Featured Service: Consulting and Management Advisory Services**

We work closely with client manager, owners on business and marketing planning. We also assist with cash flow management and governmental report compliance. We review operations for efficiency, profitability and security.

## **The Categories of Entrepreneurship**

During my career I have run into entrepreneurs that fall into roughly five different categories.

First there are those who have their own ideas and plan to build their business from the ground up. This is the way I started my business.

The second category is to assume another's dream. This is buying out the current owner of the business and then making it your own. This is a bit harder to find, but there are resources to assist in finding a business to purchase.

The third category I refer to as steal a format. This is either leaving an employer and starting a similar business or seeing a franchise or other business and recreating the idea with your own flourishes.

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## Reasons for Failure

I was reading an article recently that was stating that the largest single cause for startup failures (more than 40% of the cases) is the lack of a market for the product. In other words, lack of customers or clients. I know big shock. You can have the world's best mousetrap, but if no one knows you exist how they would know to buy it.

The article went on to describe that almost 25% of startups fail because they don't assemble the right team. They are not talking about setting up a one or two person operation here, they are looking at a significant investment launching what should be a low middle tier business within a year or two.

It was also noted how crucial the E suite (engineering, design and programming talent) is and should be at least as robust as the C suite.

[Read more](#)

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## Not My Cave

Recently we had an opportunity to meet with a prospective client. When it came time to schedule the initial meeting, we offered to meet with them in their office or ours. This apparently took them slightly aback, no one else offered to meet them at their location.

They ultimately came to our office for the meeting. They wanted to get a look at our operation.

It is my preference to leave the confines of my cave and go out to meet with business clients. I find more value going to see their operation. Our observations can assist the client in viewing their operation from a completely different perspective.

Our philosophy is based upon providing the most value to our clients. Working with them in their environment provides better value to the clients.

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## Featured Client



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