

Survey of Major Yellow Pages Advertisers *

Accountants (Certified / Public)

Comparative Ad Analysis for _____

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|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Services Offered or Problems Solved: | Accounting Systems/Design Individual or Business Tax Preparation/Planning Audits/Financial Statements Federal/State/Local Computerized Tax Svc/Bookpg Corporations/Proprietorships Partnerships/Homeowner Assns Tax Management/Consulting Problem/Prior Year Returns IRS Audit Representation Small Business Svc/Start-Ups Monthly & Quarterly P&Ls Bankruptcies (Debtor/Creditor) Financial Planning - Personal or Business/Divorce/College Securities Offered (Details) Medical Practice Management Mortgage Agent & Services Financial Statements | Budgeting/Forecasting Forensic Accounting Profit/Investment Analysis Payrolls/Record Keeping Estates/Trusts/Tax Shelters Purchase/Sale Valuations Cash Flow Management Information Technology System/Data Processing Non-Profit Organizations Levies/Liens/Seizures Contracts/Gov't Contracts S-Corporation Elections Entrepreneurial Advice Incentive Stock Option Svcs Real Estate Analysis Business Valuations e-Business Consulting Small Business Packages | Bank Reconciliation/Loan Assistance SBA/Bank Loan Application Ownership Transition/Buy-Sell Agreements Actuarial/Benefit Consulting Pension/Profit-Sharing/Benefit Plans Net and Software Companies Specialties - Start-Ups, Non-Profits, Builders, Medical, Hotels, etc. Government Audits – HUD, etc. Compilations and Reviews Mergers & Acquisitions Expert Testimony/Litigation Support Computer System Design Management Advisory Services Civil/Criminal/Fraud Investigations Office-at-Home Consultation Independent Contractor Status Issues e-Filing / IT / Computer Consulting Quick Books® Advisors |
| Confidence Factors: | Years of Practice Experts in New Tax Law Certified (CPA) / MBA Degree Member AICPA/NCCPAP State Association/BBB Qualified IRS Rep. | AICPA Tax Division Names of CPA's Former Tax Auditor Technology Professionals References Provided Tax Lawyer on Staff | Specialty – Small Business, etc. Affiliation - National/Internat'l Firm Minimize Taxes – Maximize Profits/Refunds Fully Computerized/State-of-the-Art Emphasis on Closely Held Business Fiducial Franchise Network |
| Convenience Factors: | Office Hours/Days Location Data Evening/Weekend Appts. Direct Refund Deposits Full Service Firm | Computerized Tax Returns Web Site/E-Mail Address Phone Consultation / Brochure Year-Round Service Free Proposal/Estimate | Electronic Filing/Fast Refunds Toll Free/Fax Number Credit Cards (Some) Flexible Payment Terms Free Pick-Up/Delivery |
| Special Services or Extras: | Free Initial Consultation Foreign Language(s) Health Care Issues Monthly Tax Newsletter Compensation Consulting Free "Tax Organizer" | Negotiation Assistance Computerized Inventory Svc CFO Temps / Computer Graphics Out-of-State/Foreign Income Executive Search Quicken/Peachtree | "Simplified Accounting by Mail" Discount to New Clients Certified Fraud Examinations Graphics/Charts/W-2s, 1099s, etc. Prepared Family Business Counseling Svcs for Foreign-Owned US Businesses |
| Typical Related Headings | Tax Return Preparation Bookkeeping Services | Accounting & Bookkeeping Services – General | |

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