

Choose the *BEST* CPA

Background: Get to know your accountant - ask them about their qualifications and areas of expertise.

Experience: Does the accountant possess sufficient experience working with small or mid-sized businesses? Small business issues are unique and hence it is better to work with CPAs experienced with your business type and size.

Services: Does the accountant offer all the services you need? A CPA is trained in various areas of planning and advice. Think long term, not just what you need today, but what you may need tomorrow!

Technology: How technology savvy is the accountant? Technology enables accuracy and efficiencies. Choose a CPA that uses technology to their advantage so you can benefit.

Certification: CPAs are distinguished from other accountants by strict personal and firm licensing requirements. Find out if your accounting practitioner is certified and licensed. Not all accountants are CPAs!

Practice: Choose an accountant whose practice areas are broad enough to meet your needs, yet sufficiently focused to not be distracted by diverse business interests.

Access: Finally is your practitioner or their staff easily accessible? A good support staff ensures prompt service. Enquire about the practice and their staff.