

## The “CPA” part sets us apart... make sure you know the facts

When hiring accountants, many people think they are getting CPAs when in fact they are not. In reality, many “accounting services” have little or no business or accounting training at all. The CPA designation is one of the most widely recognized and highly trusted professional designations in the business world. CPAs are distinguished from “accountants” by stringent qualifications and licensing requirements. So, to ensure your accounting services are being handled properly, verify the firm’s licensure at <http://www.mass.gov/dpl/boards.htm>.

| <b>Bacall &amp; Conniff’s Professional Qualifications:</b>   | B&C | Others ? |
|--|-----|----------|
| Full-service CPA firm  | ✓   |          |
| Regulated by Board of Accountancy (for public’s protection)  | ✓   |          |
| Peer reviewed to ensure Quality *  | ✓   |          |
| Continuing professional education **   | ✓   |          |
| Perform all aspects of Year End accounting   | ✓   |          |
| Prepare Year End tax returns   | ✓   |          |
| Provide business & personal tax planning   | ✓   |          |
| Legally bound to confidentiality   | ✓   |          |
| IRS audit representation   | ✓   |          |
| Workmen’s Compensation audit representation  | ✓   |          |
| Partners/principals with advanced Graduate degrees from Bentley College, Northeastern University, Stanford University, and Suffolk University. | ✓   |          |
| * CPA firms must submit to Peer Review by objective, independent CPA firms   | ✓   |          |
| ** CPAs are required to fulfill a minimum of 80 hours of professional education bi-annually  | ✓   |          |
| <b>Bacall &amp; Conniff’s Restaurant &amp; Hospitality Accounting Services:</b>  | ✓   |          |
| We’re flexible - Keep your internal person, outsource parts, or outsource it all to us – the choice is up to YOU                               | ✓   |          |
| One-stop shopping for ALL your accounting needs, from accounts payable, bill paying, and payrolls, to corporate year-end tax returns           | ✓   |          |
| Weekly management reports  | ✓   |          |
| Web-based accounting options: ideal for multi-locations or those who want access from anywhere   | ✓   |          |
| You have complete access – everything available to you   | ✓   |          |
| Unparalleled easy-to-read Monthly financial statements   | ✓   |          |
| Check averages, head counts, department manager reports  | ✓   |          |
| Comparisons with your peers  | ✓   |          |
| Records always up-to-date and instantly available  | ✓   |          |
| Direct access to CPA’s/Partners for ongoing tax and business advice  | ✓   |          |