

Website Marketing Copy for Accounting Firm

Why Kevin Wenig CPA?

We want you to think of us as your Finance Department -- NOT as some faceless bean counters you never see except to do your taxes (although, sure, we do that, too!). We are engrained and entrenched in your business and interact with you and your staff every day. We attend your meetings, we have business cards with your company's name, we have your e-mail address. We are your staff!

There are surely a variety of CPA firms in your area, so why should you choose us?

- [A Recognized Thought Leader](#)
We are a Certified Intuit QuickBooks ProAdvisors and Kevin Wenig is one of only twelve advisors in the US paid to develop Intuit Online Tax and accounting Software.
- [Our Focus on Security](#)
We take safeguarding your information seriously.
- [Cutting Edge Technology](#)
From the latest digital applications to online technology and connectivity. If it's out there making your life easier, we're utilizing it in here.
- [Customized Software](#)
We create customized software to better solve our clients real life challenges.
- [Customer Satisfaction](#)
The majority of our business comes from word of mouth. We know how to manage your finances and your expectations.
- [Paperless/Green since 2003](#)
Peace of Mind - beyond your Finances.
- [We Give Back](#)
Daniel's Music Foundation

Intuit Advisory Team

Kevin Wenig, CPA, is honored to have been selected to be an advisor to Intuit, the makers of Quicken, QuickBooks and TurboTax. There are only twelve such advisors throughout the US, and we are proud that Kevin is able to offer his experience and insights to be incorporated into their online tax and accounting software. His unique contributions benefit other accounting firms, both large and small, everywhere.

Certified Intuit QuickBooks ProAdvisors

To be certified by Intuit as a ProAdvisor, we had to prove to them that we are experts at using, teaching, implementing and maintaining their products. We were required to master their QuickBooks line of products. We proved our mastery, and continue to learn new products and advancements as we know this is a great product for our



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clients. Only a handful of CPA firms bother with this labor intensive certification process, so we are quite proud of this designation.

Password Security

Your password security is absolutely paramount to our business. We manage thousands of passwords for our clients (bank logins, payroll services, online vendors, etc). To safely manage this, we had custom software created to our exact specifications to not only make sure we always have access to information, but to make sure the right staff has access to the right passwords. Do you really want our high school intern who calls himself "Spike" having the passwords to your corporate bank account? Me either... So, all passwords are assigned a "level," so only supervisors and up can access the most sensitive ones. Lower level staff can access information that is less sensitive (like your DUNS number, for instance). This software does not exist anywhere else -- and surely no other CPA firm in the country takes these precautionary measures to safeguard your information.

Technology

As a logical offshoot to being paperless, we added an additional advantage in that we keep your documents -- all of 'em -- in an online portal you can access 24/7/365. Our hardware is cutting edge (we're kind of geeky like that), our processes are streamlined, and our pencils are sharp. In fact, we were even written up in the Connecticut Post in 2008 for being on the digital forefront and for clearing the digital path other CPA firms are just starting to think about doing now! Let me know if you want a copy of the article and I'll have my mom send it to you.

Customized Software

When we realized the available software tools on the market were not sufficient for the needs of our clients, we did what no one else would have done - we created our own instead of confining them to an existing platform.

So, what does this mean to you? Our software lets you or your supervisors authorize individual accounts payable records. You can login, click to choose the bills you want to pay, change the amount, code them to their specific jobs, or even decline payment altogether. We process it based on your input, to keep pass-through costs real. Using .pdf files, we upload all bills to a secure filing cabinet where they are stored for your review with the payment history.

iPhone App

We are the first CPA firm in the United States to have our own specifically designed iPhone application! Having trouble keeping your receipts? Need a hand in getting us your information efficiently, safely and with little or no effort? Try downloading "[Tax](#)



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[Vault](#)" from the Apple Store. This ingeniously simple App takes a picture of your receipt or other documentation and instantly sends it to us (or your current accountant) in an e-mail - all in a total of three taps of your thumb! Again, NO other accounting firm in the United States -- possibly the world -- has done this before or would create this tool for their clients! No doubt there will soon be followers, but we can honestly say we hold the title for being first, and for the time being, the only accounting firm with its own iPhone app. Spend it & send it. Take that PricewaterhouseCoopers!

Customer Satisfaction

We're extremely proud to say that we have a 97% client retention rate, well above industry norms and the positive word-of-mouth continues to be our biggest compliment. We're attentive responsive, and proactive often anticipating needs and challenges before they come up. Because at the end of the day, if our clients aren't satisfied, we're not satisfied.

Paperless/Green Since 2003

We went paperless years before anyone even heard of the term. Since we're always looking at the numbers, it was an easy decision for us to choose to become a paperless office. A substantial reduction in printing costs combined with the accessibility found in electronic documentation means we can bring you outstanding service at a fraction of the cost. Last tax season, we estimated that we saved between 50,000 - 60,000 sheets of paper. And with the time saved by having your documents stored electronically, we were able to spend the time doing the things we love to do; like figuring out how many sheets of paper we saved during tax season.

Daniel's Music Foundation

In 1996, when Daniel Trush was 12, he suffered from a brain aneurism. After 30 days in a coma and 341 subsequent days in a hospital, he came home determined to thrive despite his disabilities. Learning through the use of music, he has regained many of his faculties. His entire family -- who happen to be clients -- have since started a charitable foundation to help other people with similar cognitive issues after seeing the amazing success of Daniel's accomplishments. Dan's positive attitude, his eternal grin and extreme devotion to helping others is an inspiration to us all. In 2009, we started "Dress down for Daniel" as a small way to raise money for the cause. As the name implies, we are permitted to dress down on Fridays in exchange for a \$2 contribution to his Foundation. Do yourself a favor and check it out for yourself at www.danielsmusic.org.

