



ACCOUNTING FOR WHAT LIES AHEAD



SNG

Being successful means staying ahead of the game, focusing on the present while always preparing for the future. The right accounting is more than recording recent financial circumstances. The right accounting looks forward and establishes a strong financial trajectory. It is the connection between current operations and long-term goals. Traditional CPA firms only show you historical data, but we are not traditional.

MODERN PERSPECTIVE IN A TRADITIONAL INDUSTRY

Our Unique Approach

Most CPAs bill by the hour. This creates a communication barrier between them and their clients. Clients hesitate to call, concerned that conversations create bills. This antiquated structure leads to important financial decisions being made without input from a financial professional.

At SNG, we don't bill by the hour. This approach enables financial expertise to be an integral part of our clients' businesses.



Onboarding a new client begins with an interview designed to assess immediate needs, ongoing concerns, and long-term goals. We then provide a proposal of services based on our findings, prioritizing each project, and pricing them individually. Our clients choose the services most important to them, and a payment structure convenient to their cash flow. Services are proactive, prices are clearly communicated, and approach is forward-thinking.

We work hard to understand our clients' concerns, not project our concerns onto them. We listen more and talk less. Let us show you a better way to make your numbers work for you.

COMMUNICATION IS ON THE HOUSE

MAKE MORE MONEY

IT'S NOT WHAT YOU MAKE; IT'S ABOUT WHAT YOU KEEP. IMPROVING PROFIT MAY BE EASIER THAN YOU THINK. THE DIFFICULTY MAY BE KNOWING WHAT IT IS NOW.

Profitability Analysis

How much of your sales dollars do you end up keeping? Are you charging enough? Are you paying too much to buy, produce, develop, manufacture or produce?

 **Pro Tip:** *Understanding where your profit truly comes from enables it to grow.*

Revenue Analytics

Increase revenue through quantitative analytics. Analyzing patterns, making small adjustments, and improving customer loyalty through accounting procedures can create big possibilities. An iceberg of opportunity could be just below the surface.

Key Performance Indicators

Tracking a few routine measurements customized to your company can have substantial results. Regular financial maintenance supports sales and profitability, reduces costs, and improves cash flow.

 **Pro Tip:** *Improve the financial health of your business by monitoring the vital signs.*

Customer Demographic Analysis

Clearly understanding your customer base increases revenue and improves marketing effectiveness. Why do your customers buy from you? How can you get them to buy again? Where can you find more of them? Does your **current** demographic match your **target** demographic?

GET BETTER NUMBERS, FREE UP TIME

SIMPLE PROCEDURES WORK MORE EFFECTIVELY AND EFFICIENTLY.
SAVE TIME WITH THE RIGHT ACCOUNTING FOR YOUR BUSINESS.

Accounting Procedures

The right accounting procedures are straightforward, provide understanding, and increase productivity. Developing standard operating procedures reduces processing time and improves accuracy, making accounting information invaluable.



Pro Tip: *Your numbers should be useful, not a nuisance.*

Bookkeeping Services

Accurate bookkeeping produces accurate financials. Our bookkeepers and bookkeeping trainers can assume full responsibility of your books, train your staff if they need help, or collaborate in another combination of shared responsibility. Cost-effective, timely, and accurate, our bookkeepers provide the reliable numbers you need when you need them.

Inventory Accounting Processes

Sales and cash flow can be dramatically improved through proper inventory management. Is there enough stock to fill orders when they come in? Do you have enough cash flow available to buy more? Inventory accounting processes directly affect profitability and cash on hand.

Accounting Software Transition

Changing accounting software is a monumental task but software providers often work hard to convince you otherwise. Preparing for implementation is marginalized and creates expensive chaos when the new software goes live. Money runs through every corner of a business, meaning accounting procedures do, too. Appropriate software selection, employee training, and patient implementation are critical.

INCREASE CASH FLOW

SUFFICIENT CASH FLOW IS THE LIFE BLOOD OF EVERY ORGANIZATION.
EVEN PROFITABLE COMPANIES ARE PARALYZED WITHOUT IT.

Improving Cash Flow

Adequate cash flow can be the difference between success and failure. A proper cash flow system can reduce daily financial stress, get you paid on time, and prevent theft. Organized attention to your cash flow with a properly managed budget will show what's coming down the road, how to prepare for it, and how to capitalize on the opportunities ahead.



Pro Tip: *How much money does your company have right now? Here's a hint: It's not the amount you see in online banking.*

Budgeting

Budgeting means focused financial direction, and it's the first step towards stress-free financial management. Spending without a budget is like driving without a map. You may still get there, but it will take longer, cost more, and add frustration.

Improving Collections

Collecting money faster enables growth, flexibility, and stability throughout the entire company. Collections practices control your ability to pay bills and pay yourself. Implementing simple, easy-to-manage accounts receivable procedures can make a big difference.

Accounts Payable Management

Improve company-wide cash flow by implementing trusted and time-tested accounts payable procedures. Take the pain out of paying bills.



Pro Tip: *Effectively managing the timing of payments can create dramatic improvements in cash flow.*

PAY LESS IN TAXES

LOWERING TAXES REQUIRES PLANNING AND FORETHOUGHT. WE SIMPLIFY THE TAX PROCESS, PROACTIVELY HELPING CLIENTS UNDERSTAND THEIR TAX STRUCTURE.

Tax Return Services

BUSINESS TAXES

S-Corporation
C-Corporation
Limited Liability Company
Limited Liability Partnership
Limited Partnership
General Partnership

PERSONAL TAXES

Individual
Single Member LLC
Sole Proprietorship

Tax Planning, Projection, and Preparation

Our planning-projection-preparation approach reduces the tax liability, mitigating stress and uncertainty. As your business fluctuates up and down throughout the year, so does your annual tax liability.

Our proactive approach reflects these movements, enabling cash flow savings, minimizing penalties, and eliminating surprises.

SET GOALS AND ACHIEVE THEM

SETTING GOALS FOR THE FUTURE GREATLY SIMPLIFIES
DECISION-MAKING IN THE PRESENT.

Goal-Setting

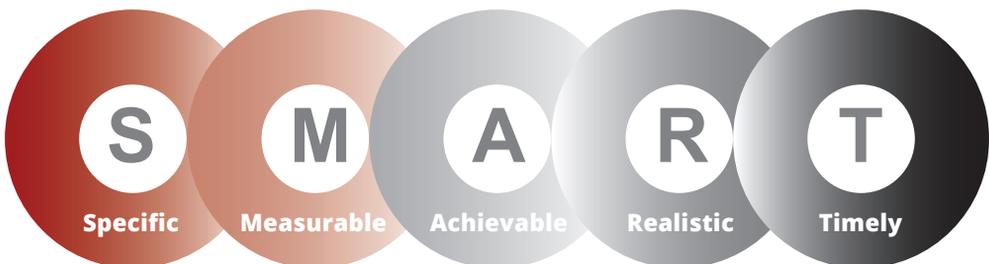
Destination should determine direction. Going two hundred an miles an hour without a destination will get you nowhere fast. How will you know when you get there? Our goal-setting and planning program establishes a quantifiable baseline, and clears the path towards understanding and achieving your goals.

 **Pro Tip:** *Carry your goals around with you.*

Strategic Planning

Achieve your goals with focused and organized strategic planning. We will determine where you are now, identify the players, establish the timeline, set benchmarks, create a budget for capitalization, and project the financial implications.

Set SMART goals:



“DO BUSINESS WITH PEOPLE WHO YOU LIKE AND WHO SHARE YOUR GOALS.”

— WARREN BUFFETT

Seth N. Gewirtz, CPA

With over twenty years of entrepreneurial accounting experience, Seth Gewirtz, CPA has a passion for creating profit for his clients and teaching the importance of building growth on a foundation of solid accounting principles. His ability to simplify financial systems removes roadblocks and enables business owners to focus on what they do best.

He earned a Bachelors' degree in Business Economics with an emphasis in Accounting from the University of California, Santa Barbara. While working to become a licensed CPA, he was an internal accountant for a renowned public relations firm, learning successful entrepreneurship from the inside out. His father, Steven A. Gewirtz, CPA, is a career self-employed CPA for more than 40 years, and is a mentor, colleague, trusted business advisor, and friend.

Seth enjoys playing guitar for whoever is willing to listen and what he lacks in technical chops, he more than makes up for in entertainment value. Specializing in improvised lyrics and general silliness, this accountant from the suburbs can bring down the house, or at least the living room.

He's an enthusiastic woodworker, mentored by his 93 year-old grandfather, making furniture and cutting boards in his free time. He stays fit by running and playing soccer, follows Liverpool in the EPL, loves a movie with great directing and character development, and is constantly reading. Always focused on improving skill and refining craftsmanship, he's an avid student of life and learning.



Seth's passion for business is driven by love for his family. He believes that hard work for clients means more time with his family. He lives for his beautiful wife Jessica, adorable two year-old daughter Taylor, two cats, and a Corgi named Molly. Camping, going to the beach, and a slow stroll to the park with his girls are his favorite pastimes.



EDWARD STOJAKOVIC

SANTA BARBARA

VENTURA

WESTLAKE VILLAGE

(805) 886 4019