

## **STRAIGHT TALK CPAS' STRATEGIC OBJECTIVE**

We are the premier CPA firm of choice for small businesses located in Central New Jersey.

Straight Talk CPAs' primary offerings are accounting, tax planning and preparation, and financial planning for individuals and families residing within five miles of our office.

Our fundamental strategy is to relentlessly "work" the systems of the firm to perfection.

Our guiding documents are the Strategic Objective, Guiding Principles, and our collection of Working Procedures.

Through intense commitment to our employees, we contribute to the success of our clients. We know that the consequences of having loyal, smart, hard-working, long-term and well-compensated employees are superb, personalized and friendly services, and the provision of expert advice to clients, aiding them in achieving their business goals, improving profits, and reducing taxes.

Our practice is complex, with many human and computerized systems in simultaneous motion. Success depends on our ability to accurately and efficiently inform, advise, and deliver services to our clients.

Our dedicated staff, top-class communication and organizational systems, and fully documented procedures ensure that each and every person within the practice knows exactly how to perform their role to the utmost level. We have a first-rate office space which is lively, clean, and "fun", and we stay ahead of our competition by maintaining state-of-the-art technology and rigorous quality control procedures which are continuously monitored for performance and improvement opportunities. Our relentless attention to detail, in every aspect of the practice, allows us to be confident that we are providing a thorough, first-rate service to each and every one of our clients.

We love to hear our clients telling us that their experiences with us are enjoyable and memorable – for the right reasons – but we don't take it for granted. Our thoughtful customer service and approach, which is tailored to the unique needs of each client with careful consideration of personal and corporate integrity and ethics, enables us to constantly have a finger on the pulse of what our clients wants, and allows us to proactively take action should any potential opportunities or obstacles arise.

Our marketing starts with "expert positioning" in the niches we want to play in. We believe in creating multiple ways to bring in new clients and holding each one of them accountable.