**About Us**

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| **S.No** | **Original** | **Rinsed** |
| 1. | We work everyday for your results | Every day, we strive for your success |
| 2. | Our Journey and ValuesMy name is Dan Milos, and here’s what’s important to know about me…Before I became a CPA, I owned a small business. We designed complex tooling and machinery and what often kept me up at night was worrying about cash flow and tax liabilites. It seemed like every time I turned around my bank account was being emptied out by the IRS. I hired good accounting firms, but often felt that I didn’t understand their language. Consequently, I was often surprised with my tax position – and often watched as my bank account drained unexpectedly.My trade moved overseas to China so I decided to reinvent myself. I was great with numbers and really thought I could help others understand what I didn’t as a small business owner. I worked for very successful CPA firms in Southeast Wisconsin before opening my own business. I watched carefully, paying attention to what each of them did well – and finally opened my own practice using the best of what I learned.I learned that business owners want us to listen to them, guide them and not surprise them with fees and tax liabilities. It’s personally important to me to have a relationship with each client – and to communicate clearly in a language that everyone understands. I want my clients to reach their goals – and want to do more than just crunch numbers for them. | Our Journey and ValuesMy name is Vijay Kumar Chopra, and here’s what’s important to know about me…I am a naturalized US citizen, since 1980 and I work and live in New Jersey. Since then, I have owned and operated several small to medium-sized businesses. During this period, I hired good accounting firms but often felt that I didn’t understand the language. Consequently, I was often surprised with my tax position–and often watched them in dismay. So I decided to reinvent the process. I had done some accounting courses in my Master's in management classes and I was great with numbers and thought I could do my books and taxes, which I have done since that time. In that sense I am self-taught but what I learned firsthand was very valuable for me and I helped others understand what I didn’t as a small business owner. I watched the accounting firms carefully, paying attention to what each of them did well – and have finally opened my practice using the best of what I learned.I learned that business owners want us to listen to them, guide them, and not surprise them with fees and tax liabilities. It’s personally important to me to have a relationship with each client–and to communicate clearly in a language that everyone understands. I want my clients to reach their goals – and want to do more than just crunch numbers for them. |
| 3. | We Listen…It’s important to really listen to someone if you want to help them. We need to understand each Client’s unique goals if we’re really going to help them succeed – so we listen carefully. We encourage our Clients to communicate with us as often as they’d like – and don’t bill them for their phone calls and questions. | We Hear You...If you want to help someone, you must listen to them intently. To truly assist each client in achieving their goals, we must pay close attention to what they have to say. We encourage our clients to contact us as frequently as they like, and we don't charge them for their inquiries or phone conversations. |
| 4. | You Smile…We measure our success by how happy our Clients are. It’s a simple measure – but it’s really the most important one. Clients can smile when they know that they’re really in control of their financial future. Clients can smile when tax time rolls around and they find themselves prepared – rather than surprised. Clients can smile knowing that they can call us with any question at any time – and there’s no added cost… | You smile.Our success is determined by how satisfied our clients are. Despite its simplicity, this measure is the most crucial one. Knowing that they have actual control over their financial future makes clients happy. When tax time comes around and they are ready rather than caught off guard, clients can smile. Customers can be happy knowing that there is no additional fee and that they can call us at any time with any questions. |
| 5. | We providea widerange ofservices | We offer a variety of services. |
| 6. | We Guide…We guide our Clients once we understand their goals. We help them develop a plan for profit using simple budgeting tools. We also help them understand their tax position throughout the year by reviewing their financial statements – to avoid surprises at tax time. | We HelpAfter we comprehend our client's objectives, we offer guidance. We use basic budgeting tools to assist them in creating a profitable plan. To prevent surprises at tax time, we also review their financial statements to help them understand their tax position throughout the year. |