

## Audit & Accounting Services

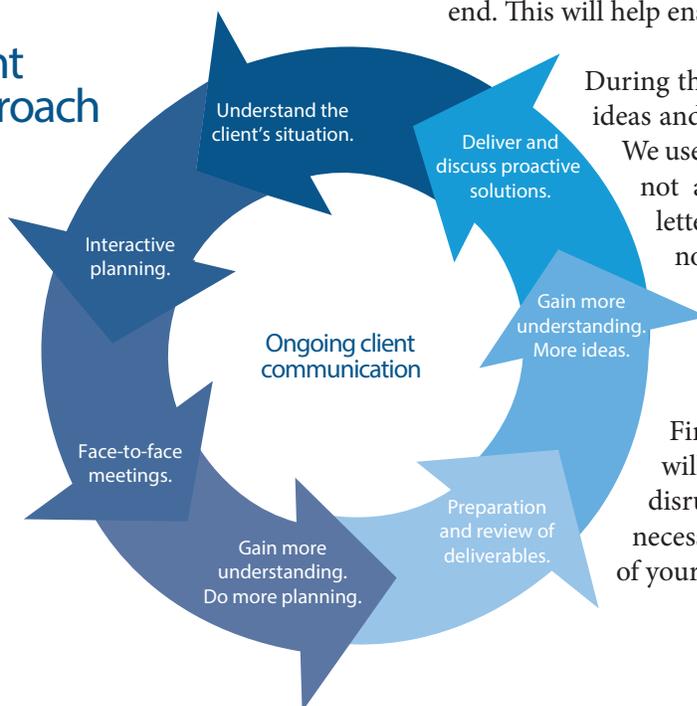
There are many accounting firms that can deliver an opinion on your financial statements. However, you need that opinion to be delivered by a firm that has a solid reputation for quality and history of hitting deadlines. Add to that management letter ideas that help to improve your business, cost effective fees, and a personal approach by the partners and you quickly narrow that long list down to Insero & Co. CPAs.

Our firm is built on a solid foundation of partners, managers, and staff and a reputation for quality. We demand quality and we set tough policies to achieve it. We strive to hire the best people and we invest heavily in training and tools. These tools include systems that ensure consistency, objectivity, and accountability for results in strict compliance with professional standards. Our audit software is integrated with our working papers and allows us to quickly and easily analyze your data. Another tool we count on is experience. Our senior people are extensively involved and we seek active dialogue with your senior people.



A financial statement audit shouldn't interfere with your business, so early planning and proper staffing are key to delivering timely results and to avoiding unpleasant surprises. Our approach starts with an initial understanding and assessment of your internal control structure as it relates to key controls. The time spent by us in the initial year documenting your systems and obtaining various business agreements represents a substantial undertaking. We view this as an investment in our long-term client relationship and do not pass this cost on to you. We then apply the appropriate substantive procedures on the account balances to assess the level of risk that an error and/or misstatement may have occurred. This approach lets us focus on the most effective work plan. We will also perform certain testing and compliance procedures at an interim date prior to year end fieldwork to reduce the time needed at year end. This will help ensure that all deadlines are achieved.

### Client Approach



During the course of every audit, we try to develop meaningful ideas and suggestions as well as report any significant findings. We use the management letter as a means for communication, not a report card. We tend to reserve the management letter for matters which are of importance to your team, not “housekeeping” matters/miscellaneous findings. All potential management letter comments will be discussed with management prior to the first draft of the letter.

Finally, you can be confident that our business knowledge will result in a smooth transition with virtually no disruption to your daily operations. Our team will spend the necessary time in order to gain an appropriate understanding of your company prior to our first day of fieldwork.

## The Insero Difference

**Entrepreneurial spirit.** We are a firm of entrepreneurs focused on your business. Our partners, managers and staff know that our clients don't really win unless we are adding value with new ideas, insights and solutions tailored for you.

**A deep and technical bench.** When you work with Insero & Co. CPAs you don't just get one person, but a whole team of state, federal and international tax, accounting, audit, SEC, and enterprise risk management experience to meet your current and future needs.

**Our team is proactive and innovative.** We meet with our clients regularly to understand their businesses and we bring ideas to the table. Your client service team will candidly outline benefits, risks, opportunities and challenges created by every idea. We also respect that you should be involved in the decisions about which ideas to implement.

**A concentrated effort by our partners.** While heavy involvement by the partner team is a simple concept, most accounting firms refuse to employ it. Our service approach will make you feel like our most important client.

**The resources of RSM US LLP.** Insero & Co. is proud to have been chosen as an integral member of the RSM US Alliance. This enables us to provide you with the technical resources of a national firm, without their involvement in our day-to-day operations. They do not take the decision making ability away from our local partners.

## What Does It Mean to Have a Higher Standard?

We believe the greatest successes are not born from a single event. They are the result of hard work, planning, tenacity, passion, and focus. They grow without compromising—heralding honor, respect, and admiration through the business world and throughout the community.

They set a higher standard for all.

It is this standard that we bring to every client and every aspect of their business. Through our partnership and leadership we aim to help these clients continue to achieve great successes that can be measured in more than just dollars.

For more information, please contact:



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