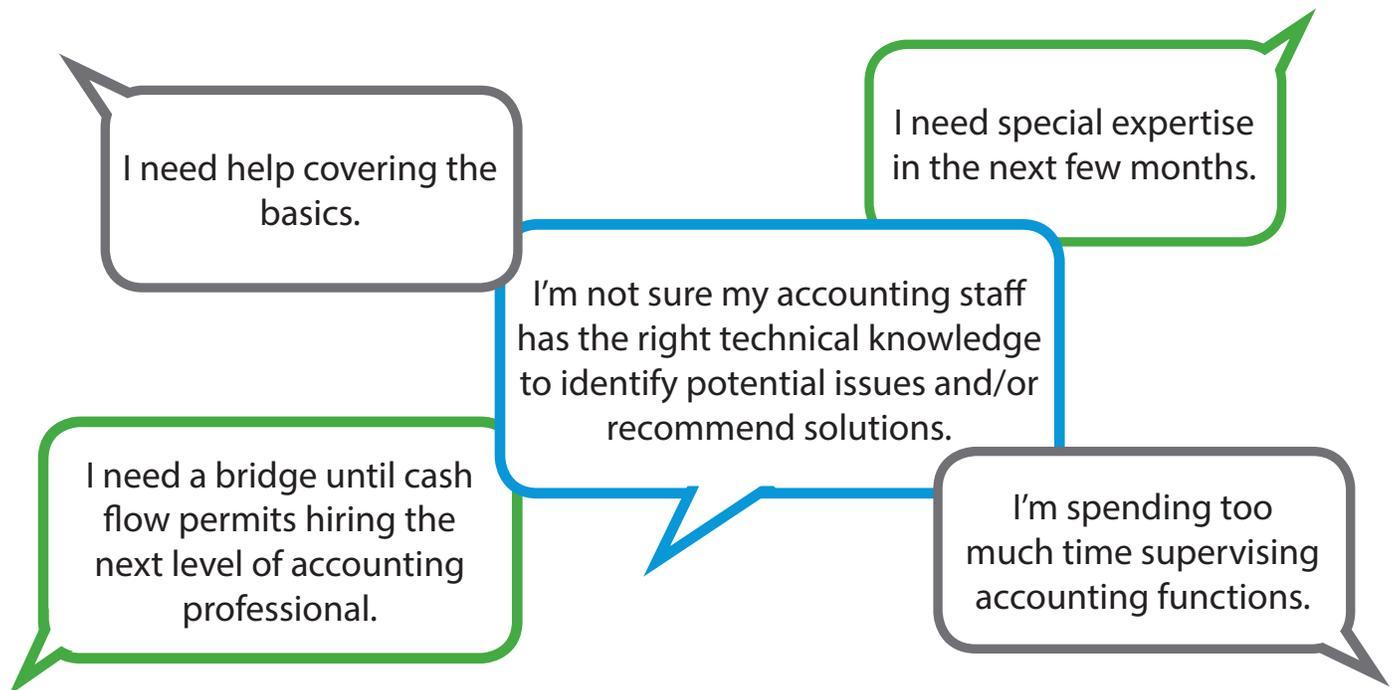


Outsource Accounting Services

When does outsourcing make sense?

There are a number of reasons companies consider outsourcing all or part of their accounting functions. The accounting functions require special expertise that may not be a core competency of management. Accounting can therefore be difficult to manage or may require more time and attention than owners have available to give. There may also be special projects that require more expertise than can be found internally. Some of the common challenges which lead companies to choose an outsourcing solution include:



Why choose outsourcing?

Spending less time on your accounting function enables you to focus on the core competencies of your business. Insero's Outsource Accounting Group allows you to leverage the knowledge and insights of a team of financial professionals to ensure you have the information you need, when you need it, so you can focus your attention on the other critical aspects of your business.

- You can redirect your time to business activities that directly affect your company's top line.
- You get the advice and experience you need to continue to grow without the expense associated with adding a full-time professional to your staff.
- You get access to high-level analysis and advice without the added expense associated with adding to your C-suite.

Our philosophy is simple...

Provide You with the *Right Person* in the *Right Position*

Everybody's talking...

"We recently used Insero & Co. CPAs outsourced accounting service to maintain our financial operations while an employee was away on maternity leave. While there was never a doubt that Insero could effectively cover our needs, the transition and positive interaction clearly exceeded our already high expectations. Not only are Insero's consultants consummate professionals, but they convey a calming personality, focused work ethic, and flexible disposition.

We are very fortunate moving forward to have a company that can truly step in to assist our finance office if something unforeseen occurs. We are very pleased that the recent arrangement doubled as an opportunity for someone outside our organization to truly understand and analyze our financial operations. With Insero's guidance, we have already moved forward with a number of initiatives we expect to enhance our efficiency in the finance office."

David Hood, Russell Phillips & Associates, LLC

"We recently engaged Insero & Co.'s Small Business Group to help our business with on-site bookkeeping support and maintenance as well as tax preparation services. The service provided by the outsource accounting services team has been top-notch, and I can't believe how quickly our tax returns were completed. They even suggested several value added changes that saved us money across the board. I feel like we made a great choice."

Lewis Norry, Norry Management Corp.

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:



Kimberly Gangi, CPA
(585) 697-9643



An independently owned member
RSM US Alliance



RSM US Alliance provides its members with access to resources of RSM US LLP. RSM US Alliance member firms are separate and independent businesses and legal entities that are responsible for their own acts and omissions, and each are separate and independent from RSM US LLP. RSM US LLP is the U.S. member firm of RSM International, a global network of independent audit, tax, and consulting firms. Members of RSM US Alliance have access to RSM International resources through RSM US LLP but are not member firms of RSM International. Visit rsmus.com/aboutus for more information regarding RSM US LLP and RSM International. The RSM™ logo is used under license by RSM US LLP. RSM US Alliance products and services are proprietary to RSM US LLP.