

Statement of Qualifications



Prepared by:

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“Providing innovative solutions resulting in the financial success of our Clients, Staff and Firm.”



Introduction

MARTINEZ & ASSOCIATES CPAS is a full service accounting and business advisory firm. Through our in-depth knowledge of various industry groups, we can guide organizations like yours through the various challenges and opportunities inherent with operating any organization. One of our primary objectives is to help our clients maximize profits and minimize tax liabilities. We strongly believe that this presentation will demonstrate how we can help organizations like yours succeed in a way that no other firm can.

We have found that most firms lack in identifying the main objectives of their clients regarding the need for outside CPA services. The knowledge we have acquired over the years has enabled us to develop a thorough understanding of the distinctive needs of organizations like yours that makes our firm the most qualified to meet your needs.

Martinez & Associates CPAs strives to provide services to our clients to meet their goals and expectations. One way we provide such services is to partner with various organizations that may benefit our clients. We leverage these relationships to provide services above and beyond the standard accounting and tax services traditionally provided by other accounting firms. Ultimately, the key to our success is our people and their willing commitment to accomplish these goals. You will find this presentation has a simple purpose—to share the values and qualifications of our firm and to reinforce the value of our firm to your organization.

Firm Background and History

The Firm of Martinez & Associates CPAs represents a longstanding history of client service in Central Florida. Located in Winter Springs, our firm has been serving clients for over thirty-five years. Over the past decade Martinez & Associates CPAs has been consistently ranked in the top twenty-five among accounting firms in Central Florida by the Orlando Business Journal.

Our partners and managers have many years of experience with regional and national firms and have experience serving various industry groups which include but are not limited to professional services providers, hi-tech modeling & simulation, manufacturing, contractors, automobile dealerships, not-for-profit organizations and employee benefit plans.





Our management group is broadly experienced, highly involved and totally committed to client service. Your organization will get their full personal attention, along with the complete resources of our Firm and our business partners.

A feature unique to our Firm is the regular involvement of senior professionals in your work. The ratio of “partner/manager to staff” is much higher here than in most other firms. The benefit for your organization is that both routine and non-routine issues are addressed by more senior and experienced professionals.

We value our relationships built with each client. These bonds are built on integrity and trust above all else. As such, we value our client’s needs, goals and values as our own and realize they are the key to long-term personal and professional success.

Our Firm is a member of both the American Institute of Certified Public Accountants (AICPA) and the Florida Institute of Certified Public Accountants (FICPA). Our personnel have served on and are involved in various industry committees and conduct training seminars for various industries.



Staff Qualifications and Development

Martinez & Associates CPAs has professionals at the partner, manager, senior and staff levels. Each of the Firm’s professionals has been selected through a rigorous process, including multiple personal interviews and reference checks, to help ensure that the Firm employs the most highly qualified personnel.

The Firm has a professional development plan for each of its employees, which is updated annually during evaluation sessions with the Managing Partner. In addition, each professional is required to attend at least forty (40) hours of continuing professional education annually. The Firm also monitors compliance with the continuing professional education and other licensure requirements of the Florida Board of Accountancy for all certified public accountants.





Peer Review

Martinez & Associates CPAs participates in the peer review program sponsored by the AICPA. A peer review consists of an examination of the Firm's quality control system by an independent CPA and includes a review of the Firm's operating procedures, interviews with selected Firm personnel to ascertain that they understand their roles in the Firm's quality control system, a review of continuing education records to ascertain compliance and reviews of financial statements and engagement files for all levels of service, including financial statement audits.



A peer review is required to be performed once every three years. The Firm's most recent peer review conducted in 2009 resulted in an unqualified report with no letter of comments, which is the highest grade a firm can receive. This underscores the Firm's continuing commitment to overall quality.

Our Approach to Engagements

Experience has taught us that choosing an accounting firm is a significant decision, not arrived at lightly, nor to be undertaken without knowing what can be expected from your accountants seeing as the decision can have a major impact on the organization's future success.

Several key aspects of our Firm set us apart:

- ❖ High degree of partner, manager and supervisor interaction and involvement with each client ensuring clients always receive the highest level of service.
- ❖ Industry knowledge and experience acquired over the course of more than thirty five years serving clients in various industry groups throughout Central Florida.
- ❖ Trustworthy accountants and business advisors passionate about securing our clients' financial future.

Our team is comprised of exceptional CPAs, accountants and business minded individuals. We pride ourselves in the fact that we are not just great accountants, but also great business people.



Each of our clients deserves a properly leveraged team of CPAs and business advisors in order to receive a high level of service and maintain fees at an appropriate level. The individuals assigned to each of our client projects is as follows:

Client partner - will have complete responsibility for all work performed. Will participate in planning, attend client meetings and review all significant accounting issues with the client service team to ensure our Firm provides the highest level of service.

Managers - will maintain continuous contact with the engagement team through a review of working papers, supervision of senior and staff accountants and meetings with client personnel. In addition, they will be responsible for working with the engagement partner and in the overall administration of the engagement to ensure the client's expectations are always met.



Senior staff - will be responsible for performing accounting services under the direct supervision of the client partner and manager. Monitoring by the client partner and manager ensure all client projects are performed at the highest level of quality and all projects are executed efficiently and accurately guaranteeing the overall satisfaction of our client and their experience with Martinez & Associates CPAs.

Planning

The planning phase of a client project establishes a proper foundation for the direction of the project and for coordination with client management ensuring the client's expectations are met. Proper planning provides for early identification of problems to avoid last-minute surprises. Our planning is accomplished through:

- ❖ Meeting with client management and staff to communicate expectations and develop a solid rapport.
- ❖ Obtaining an understanding of the client's business to enable us to provide valuable recommendations to our clients which may represent opportunities for strengthening their internal controls and operating efficiency.



Reporting

At the completion of our accounting services, we will schedule a meeting with client management and furnish formal reports highlighting our clients financial results. We also use this time to provide any feedback and recommendations to client management which may help further improve their operations. Lastly, we use this time to allow our client's to communicate with us and provide us with feedback to ensure they are receiving the highest level of service and also to ensure their expectations are being met.



Services

Martinez & Associates CPAs motto is “providing innovative solutions resulting in the financial success of our clients, staff and firm”. We pride ourselves with providing services specifically tailored to the individual specific needs of each of our clients.

Traditional Services

Martinez & Associates CPAs provides the following traditional services which are all tailored based on each client's individual needs: monthly, quarterly or annual bookkeeping services, financial statement compilations, fixed asset depreciation schedules, outsourced payroll services including payroll related taxes, and sales tax preparation to name a few.

Non- Traditional Services

A few of the non-traditional services offered by our firm consist of the following: succession planning for family owned and closely held business, outsourced CFO services, QuickBooks and other accounting software implementation and training, implementation of internal controls and cost segregation studies are just a few of the non-traditional services we provide to enhance or assist with the strategic development of our clients' needs. Our collective business acumen allows us to be proactive with your needs, known or unknown.

Audit Services

Martinez & Associates CPAs tailored audit approach has a strong emphasis on early planning. It focuses on your business and how it functions. This enables us to identify key components of your business and tailor our procedures accordingly. We believe proper planning makes all the difference and is accentuated by an audit team that gets out from behind the desk, visits the operations and discusses the business with those that work in it every day.



Our approach to auditing involves assessing risk in each audit area. To assess risk we must gain an understanding of the accounting system including the internal controls, the processing cycles, and the ability to download information or generate specific reports. The purpose of gaining an understanding of the control environment is to properly assess the risk of material misstatement so we can focus on those risk areas and to allow us to potentially identify opportunities for strengthening internal controls and operating efficiency.

Martinez & Associates CPAs employs a proactive approach to managing our audits. Throughout all phases of the audit you can expect manager and partner involvement including planning and coordination, audit fieldwork, and communication of the audit results. This allows for the early, proactive identification and resolution of accounting, auditing and financial reporting matters. We believe the key to an effective, efficient audit is based upon strong, timely, open communication to avoid surprises for both sides.

Tax Services

Martinez & Associates CPAs approach to tax services includes two inter-related areas—tax planning and tax compliance. Our team of tax professionals uses their collective experience in serving privately held businesses to achieve the desired result of timely compliance and pro-active tax advice.





Tax Services - Continued

Our approach to tax services starts in the early planning phases of the engagement. We feel that with more time spent up front and with close communication with the client, the tax compliance process can be both efficient and effective. By addressing issues in the early-going, we are able to provide valued and timely information to our clients which allows sufficient time to act. Through the use of technology and our hands-on approach, we are able to complete tax returns in a timely manner and save our clients both time and money by properly planning.

Based upon the information and knowledge gathered through the tax return and the understanding of your business through regular communication, we are able to provide a more focused level of tax consulting. We feel that through regular year-round communication, we are able to minimize stress and deliver an end-product that provides value to the client. We realize that communication of tax information does not always have a positive connotation, but we always strive to deliver the complete picture to our clients as early as possible.





Benefits of adding Martinez & Associates CPAs As Part Of Your Team:

In your decision making process please consider the following benefits of making Martinez & Associates CPAs your accountants and trusted business advisors:

- ❖ Over thirty-five years of experience servicing the Central Florida community.
- ❖ Commitment to excellence and providing our clients with the highest level of service possible.
- ❖ Passionate about securing our clients' financial future. Serving our clients interest is truly our top priority.
- ❖ Our team stays abreast of the ever changing tax rules and regulations providing you with up to date advice and ensuring that your organization is in compliance with the multitude of regulatory issues.
- ❖ Partner, manager, supervisor and staff assigned to your project will be involved from the start to finish.
- ❖ Our team maintains year round contact with all of our clients regardless of the project duration ensuring timely and effective communication which leads to sound business decisions.
- ❖ Our firm provides a concierge service for all other business needs (at no charge to our clients).
- ❖ Regular news letters to help you and your staff stay informed about compliance issues as they arise.
- ❖ Our firm hosts executive roundtables with other business professionals and organizations to meet, interact and share ideas that we can pass along to our clients...our "learning together" program.



In conclusion, our desire is to become your organizations accountants and trusted business advisors. We are confident once we gain your trust we will never have to ask for it again. Our main objective in serving your organization is to help your organization successfully accomplish its mission and goals. Martinez & Associates CPAs is certain that your organization will find our services to be of great value and we look forward to working with your organization.