

ADVERTISING | COMMUNICATIONS | TECHNOLOGY

Whether you are a start-up, growing, or long established, you operate in a world where change occurs in mid-eye blink. Key to achieving and holding on to success is building a firm foundation for your business — from choice of entity and organizational structure to your tax planning, compensation, and leasing arrangements. We can help. Equally important in the hyper-drive pace of today's business environment, you may have little time to concentrate on independent contractor issues, sales tax questions, or the benefits of an organizational restructuring. We are on top of these issues.

For more than five decades, Berdon has been assisting advertising, communications and tech-based organizations at every stage of development — from the great idea start-up phase, to the specialized boutiques, and right through to mature international organizations looking to grow, merge or cash out.

FOR START-UPS AND ESTABLISHED ORGANIZATIONS

Seasoned professionals guide you and your management team in launching the business on smooth waters or helping to ensure that the moving parts of your business churn efficiently. Among our services:

- Selecting an entity structure – LLC, C or S Corp, partnership — factoring in the tax and accounting considerations
- Evaluating capital requirements and introducing you to sources for financing — bank, venture capital, joint venture, alternative financing
- Analyzing and implementing various approaches for financing operations — including lines of credit, revolving-fund financing, and tenant improvement financing
- Designing and setting up accounting and internal control systems that can feature:
 - Bill/pay cycle, including cash collections
 - A system of tracking expenditures billable to clients
 - Practices in connection with the accounting and reporting of sales tax
 - Policies on the use of independent contractors and the related tax consequences
- Assisting with lease negotiations and reviewing lease details
- Consulting on compensation arrangements and funding alternatives for the executive and management teams that can include:
 - Deferred compensation
 - Benefit planning
 - Retirement planning
- Weighing options for leasing or buying business equipment
- Reviewing your insurance coverage and introducing you to various insurance providers

FOR MAXIMUM EFFICIENCY AND PROFITABILITY

Berdon experts find ways to enhance efficiency and profitability by performing the following:

- Preparing budgets and producing budget-to-actual comparisons as well as projections and forecasts
- Evaluating the performance of internal controls to identify and eliminate areas of risk or weakness
- Providing tax planning — gauging the impact of state, local, and international taxes and helping to maximize tax credit and incentive opportunities
- Introducing ways to streamline billing, collections, and disbursements and manage cash flow efficiently
- Initiating profit improvement studies — analyzing revenue flow and identifying cost reduction opportunities
- Maximizing the practical business applications of technology in:
 - Cost accounting
 - Employee time records
 - Receivables and payables
 - Expenditures billable to clients
 - General ledger
 - Financial reporting
 - Electronic invoicing
- Designing staff retention and incentive programs
- Performing acquisition due diligence and analysis
- Providing business valuations
- Structuring real estate transactions
- Establishing a disaster preparedness and recovery program
- Analyzing the tax implications of buy-sell and other contractual agreements
- Consulting on the sale of the business and other exit strategies

FOR THE LEADERS OF THE BUSINESS

We help you make the most of the financial rewards of your success by:

- Relieving you of the details of your busy lives by providing billing paying, recordkeeping, budgeting, and other personal business management services
- Evaluating your net worth, asset allocation, and cash flow needs and introducing you to selected investment advisors from whom we receive no compensation
- Introducing ways to preserve and transfer wealth with creative estate, gift and trust planning