

THE PREFERRED PROVIDER TO THE MOST TRUSTED ADVISOR

Volume 5, Issue 1
January 2024

National Network of Accountants, 6900 Jericho Turnpike, Syosset, NY 11791
www.nnaplan.com E-mail address: rroth@nnaplan.com
Offices located in Connecticut, Florida, New York, and Israel

BUSINESS ADVISORS



By William York, VP of Marketing

The Solution to Business Success in 2024

“The people who are CRAZY ENOUGH to think that they can CHANGE THE WORLD are the ones who do” -- Steve Jobs

After you’ve worked with many business owners, you will discover that the most successful business owners rely heavily on **good accounting advice**.

These are the “**advisors**” that change the world!

Accounting “**advisors**” implement cost containment procedures resulting in greater profitability. They understand and use the

tax code in order to maintain a **strong bottom line**. Moreover, the experience gained by an accountant who deals with multiple businesses and in multiple areas, is empowering to all the businesses that interface with **an accountant “advisor.”**

While the term “**accountant advisor**” may seem strange to many, after thinking through the process, you’ll understand the applicability. Too many of us think of the word “selling” when we hear the word advisor ... wealth advisor, financial advisor, investment advisor, etc.

While CPAs are “business advisors,” the thing they are selling is a stronger bottom line.

CPAs do not get paid by a specific event such as the purchase of bonds, stocks, real estate, etc. They make their living based on the size and complexity of each of their client’s business. The more they can assist a business to grow, the greater their own businesses will grow.

You have undoubtedly heard the expression **attributed to Zig Ziglar Motivational Speaker** – “There is no elevator to success, you have to take the stairs.”

While the above quote proves to be true, attempting to make your climb without a competent “**accountant advisor**” is difficult, slow and precarious. **In many cases, it is impossible.**

The more difficult job is finding an “**accountant advisor**” with the technical skills, practical experience and training to walk the stairs along with you. Enter the National Network of Accountants adding the value needed to “walk those stairs.” **We prove that one plus one equals three!**

Successful business people understand that certain advisors assist with stock picks, real estate deals, mergers, among other functions, but the only one advisor that is required to be in *every* deal, is the “**accountant advisor.**”

Taxation is the number one issue as it affects every business decision.

Understanding congressional /IRS legislation and operation is the second component in most business deals.

The final detail is the clear integration and comprehensive organizational skill ensuring proper execution.

The National Network of Accountants and related “**accountant advisors**” have been dealing with changing aspects of business development differently than most others. We do not believe change means giving up our values or adopting principles that are not in line with the principles that allowed each business to be where they are today.

We believe that businesses need to move forward judiciously ... we cannot control all things that happen, but we can control how we respond to what happens.

We believe that as we change our results are predictable because we utilize well thought out and specific steps.

We believe moving forward and not staying still or moving backwards, is essential if the American society wants is to remain in a world leadership position. When Steve Jobs said, “The people who are crazy enough to think they can change the world are the ones who do,” he clearly was referring to a selective group of entrepreneurs who stepped away from the crowd.

While cliches are valuable, we believe that, in most cases, proper teamwork is what drives most businesses ... building step-by-step results in predictable upward progress ... predictable progress that can be measured and adjusted each step of the way.

For further discussion call Joe Tucciarone @ 516-398-1337 or reach out by email at Jtucciarone@nnaplan.com.



For more information contact:

Ronald M. Roth

Phone: 516-629-9063

E-mail: rroth@nnaplan.com

National Network of Accountants

6900 Jericho Turnpike

Syosset, NY 11791

www.nnaplan.com