



In addition to a long-standing reputation as an accounting and tax advisor to our clients, WithumSmith+Brown (WS+B) has been a true partner and trusted objective resource to our entrepreneurs and those serving as chief financial officers. As a Firm, we realize that the most critical issues a company faces usually land on one of these two “desks.” WS+B has the resources necessary to provide effective Business Advisory Services (BAS) to help these two stalwarts of a business. Whether it is dealing with the myriad of ownership issues, strategic direction, enhancing operating data or just helping to get financial statements completed, both owners and financial managers have come to rely on the capabilities of WS+B.

Our position as a trusted advisor extends beyond clients, reaching other CPAs. Fellow practitioners look to us for peer reviews and CPA firm-specific systems, as well as a supplemental consulting resource for their clients. Lenders have also looked to our expertise in field exams to assist them in finalizing financings.

QUALITY SERVICE AND EXTRAORDINARY INSIGHT; WHAT OWNERS, CFOs AND CPAs COME TO EXPECT

Having extensive experience in accounting, finance and business, WS+B is uniquely positioned to offer informed yet objective advice to owners on matters ranging from strategic direction to succession or exit planning to ownership structure. Likewise, client CFOs seek our depth of capabilities to help them face a multitude of challenges, including required timely internal and external reporting, keeping abreast of financial markets and maintaining technical competence while playing a key role in establishing strategic direction. Other CPAs seek our guidance on both internal and client matters, and we have become an integral part of the lenders’ credit approval process.

BUSINESS ADVISORY SERVICES

For more information on our services, please contact:

Bernard Leone, CPA.CITP, Partner

Practice Leader, Business Advisory Services Group

973.532.8839 • bleone@withum.com

BE IN A POSITION OF STRENGTHSM

If you are an entrepreneur, whether start-up or established, WS+B can provide the guidance you need with:

- Ownership strategy, structure and alternatives
- Financing alternatives
- Succession planning and execution
- Shareholder dispute resolution
- Strategic direction and guidance
- Advisory board services
- Family business matters
- Family office services
- Executive/owner mentoring and coaching
- Exit strategies including LBO/MBO/ESOP assessment
- Professional advisor assessment
- Owner/key executive tax and estate planning
- Start up assistance
- Valuation of shares/options
- Healthcare Reform Advisory Services
- Transaction readiness (TransactReady); IPO, debt or equity financing, sale

As the person serving as the CFO, WS+B can support you with:

- SEC, tax, compliance and financial reporting assistance
- Dashboard reporting development
- Technical accounting research and analysis
- IFRS implementation
- Business Diagnostic
- "Carve out/spin out" accounting
- Audit preparation and support
- Financing alternatives (debt & equity) and introductions
- Acquisition assistance; from structure to due diligence to execution

Other services the BAS Group provides:

- Services to CPAs
- Lender field exam services



CLIENTS

- Reconfigured equity of a \$10M internet advertiser to align with owners' "contributions"
- Assisted \$30M CRO with a successful successor planning assessment and execution
- Orchestrated an effective separation of one 50% owner from the other for a \$25M wire manufacturer
- Established "dashboard reporting" for a \$100M family office with diverse operations
- Enhanced financial reporting and closing process for \$1B public technology company
- Prepared annual financial statements of a development-stage pharmaceutical company for inclusion in an anticipated IPO
- Performed field exam on a middle-market company in the service industry for a major national bank. Findings showed significantly less collateral than reported and helped the bank make an informed business decision