

Gettry Marcus —

Preparing to be a firm of the future, today

Gettry Marcus CPA, P.C., a Top 200 firm nationally with offices in Woodbury and New York City, has been proactively implementing changes to prepare for the future by using resources available today. They have instituted a strategic planning initiative which they feel will redefine the culture of the firm. Their various service areas and practice groups each have the responsibility for creating their own strategic plans based on a proprietary strategic planning template.

"Each plan includes setting goals and objectives, creating organization flow charts, defining employee roles and responsibilities, marketing activities and community involvement," said Gettry Marcus Managing Partner Steven Marcus.

Gettry Marcus provides accounting, tax, and consulting services to commercial businesses and high net worth individuals and has expertise in industries which include real estate and health care. The firm also has one of the premier Business Valuation and Litigation Groups in the New York area.

The firm has recently restructured its operations and completed a re-branding campaign allowing them to communicate more effectively the value they bring to their clients.

"Our goal is for our employees to work in a team-oriented environment where they can exchange ideas and develop a plan for the more complicated situations," Marcus

said. "However, it is important to understand that you cannot hold yourself out to the public as an expert in every area. The firm relies on outside consultants in different specialties that we can use as a resource. We have developed a sophisticated 'referral source' database and we are very careful to refer situations to the right resource."

Marcus believes that "workplace defines culture" and should be used as a resource for staff and clientele. The firm is preparing to move into larger quarters in Woodbury by the end of the year. "We are doubling the size of our office space with the goal of making our space highly interactive and collaborative," he said. "This will include an informal lounge area, expanded kitchen, conference and team oriented rooms. We will be offering "lunch & learn" seminars to the staff, as well as sponsoring various client and industry related activities."

"One of the most important issues facing the accounting industry is properly training its people in the 'soft skills' necessary to succeed today," Marcus noted. "Accountants for the most part are very technical in nature and need better communication skills. This will require additional human resource professionals with the skillset to train and mentor employees."

Firms like Gettry Marcus have a priority to recruit and develop young talent as well as train them to succeed, Marcus explained.



Gettry Marcus managing partner Steven Marcus.

"We must give them a career path and focus on their individual needs," he said. "Young recruits today want to see companies that are constantly evolving and presenting them with challenges. Our internship program using local Long Island colleges has been highly successful and has given us the opportunity to monitor our future employees' capabilities and determine whether they would be a good fit for our organization."

Marcus foresees the accounting industry of the future consisting of companies without hierarchies. "Accounting firms will flatten out or they will not survive," he said. "Non-CPA professionals will become owners and company officers and the work environment will become more flexible and built around developing trust throughout the organiza-

tion — employees will become empowered."

"My vision for the accounting industry is the same as my vision for Gettry Marcus: the firm of the future is one that can build value for the company, its employees and its clients," Marcus said.

At Gettry Marcus, the firm's experience in diverse industries and a highly talented and experienced professional staff gives it the ability to share valuable insights into its clients' businesses, to better understand their goals and problems and to help them attain the vision they have for their company. Its tagline "Always Looking Deeper" reflects its promise to clients that the firm will always look deeper to find meaningful answers and solutions to critical business and personal issues.



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