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Q&A with Ceschini of Ceschini Williams: A full-service CPA firm with a focus on profitability consulting

mc Michael Ceschini



Ceschini Williams

We are a full-service CPA firm with a focus on profitability consulting. We believe in creating mutual relationships because it's only when you feel comfortable with us that we can truly understand your business and your goals.

Q: Can you explain what it takes to operate your business successfully?

A: You know what it takes to operate a successful, growing business—intelligence, commitment, and most of all, ambition. We feel the same way. At Ceschini Williams, we operate our business like you operate yours—with an entrepreneurial approach that is based on sound business principles.

Q: Can you explain the meaning of Business-Wise Accounting?

A: It's your business. You know it better than anyone else. At Ceschini Williams, our main priority is to listen, ask relevant questions, and use this information to help you formulate a business accounting strategy that will help you run your business even better. Our Business-Wise Accounting is a trademarked process that ensures your business goals are at the core of your individual financial plan. With your business experience and knowledge, combined with the skills and resources of Ceschini Williams, future success is inevitable.

Q: What is Ceschini Williams' approach that makes them unique to the competition?

A: We are a full-service CPA firm with a focus on profitability consulting. We believe in creating mutual relationships because it's only when you feel comfortable with us that we can truly understand your business and your goals. With this knowledge, we can help you work more efficiently and operate more profitably. We call it a success only when our relationship results in a positive impact on your bottom line and an improvement in your quality of life.

Q: How does Ceschini Williams ensure profitability among their clients?

A: The team at Ceschini Williams operates on a different philosophy than most traditional accounting firms. We believe in partnering with our clients to help them achieve profitability—working closely with them to ensure we fully meet their objectives for business success. We also recognize that every business is unique with very different operating objectives and results. That's why we have a full time dedication to the construction industry.

Q: How can Ceschini Williams help build a better business for those in the construction industry?

A: Construction contractors are constantly under pressure to deliver top quality projects under budget and on time. It's a challenging balance. At Ceschini Williams, our knowledgeable advisors have learned the construction industry from the ground up. We help our construction clients strengthen the operational effectiveness of their business and manage risk.

Because we know how hard it can be to sustain a growing business, so we offer economical solutions to help contractors improve the bottom line including:

- Financing and bonding
- Job costing
- Business planning and organizational development
- Cash flow management
- Computer hardware and software selection/training
- Lease/buy considerations
- Budgeting and forecasting

Q: Can you explain the basics of the business?

A: For businesses and individuals alike, we provide a unique combination of accurate information, valuable insight, and financial experience to help improve your personal finances or grow your

business strategy.

Our specialty is helping businesses improve information management, increase internal controls and ensure accurate financial processes in order to create a measurable, positive effect on profitability.

Q: How does Ceschini Williams service its diverse clients?

With over 25 years of combined experience, the advisors with Ceschini Williams know how to support their construction clientele. From the complex to the clear-cut, we can analyze it, account for it and advise on it all.

In addition to our extensive experience, we are members of various industry trade groups which provide us with a greater understanding of the unique needs of our clients. We are also members of the American Institute of Certified Public Accountants (AICPA), the New York State Society of Certified Public Accountants (NYSSCPA), and the Connecticut Society of CPAs (CSCPA).

The right financial solution starts with you. Work with Ceschini Williams to see just how easy and rewarding it is to work with a team that recognizes your value and uses it to create your ideal financial plan.

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