







Considerations for choosing a firm should include:

1. Fees
2. Service
3. Industry specific knowledge
4. Well trained staff
5. Reputation with regulators
6. Ability to clearly communicate with the audit committee.



“S.P.A.I.N”:

- “S” Support
- “P” Partnership
- “A” Advice
- “I” Intermediation
- “N” Neutrality



“S.P.A.I.N”:

- Might cause company to change firms if “S.P.A.I.N.” does not work
- Can firm handle a growing company?
- Has there been a partner transition?
- Has there been a problem/screw up?



From a public company perspective:

- Can the firm handle public company issues and the related compliance with public company reporting requirements?
- Is the firm well versed in specific industry accounting issues?



From a young company perspective:

- Is the firm able to set up the structure correctly and appropriately to allow company to operate efficiently at both present level and as it grows.
- Ability of firm eventually to take the company public or to be able to team up with "Big 4" firm


