CPAmerica International Publications

Our client publications help members better market to their client base and prospective firms. Member publications keep members informed about what's going on with CPAmerica and their fellow members.

CPAmerica members may subscribe with complete market exclusivity to any of CPAmerica's national client newsletters and brochures, which may be customized with firm logos and contact information. Many are available both in print and as digital files.

Newsletters—*Client*

Audit America
Directed to business executives, CFOs, heads of nonprofit organizations, board members and the users of audit reports. Describes the audit process and the benefits an audit can provide to their business while emphasizing the member's auditing knowledge and experience.

Building For Success
Targeted toward building construction contractors and developers. Provides analysis of legislation affecting the industry, management and financial advice, market conditions around the country and new industry trends.

Client Friend
Contains financial and general business articles of concern to owners of closely held businesses. Firms choose newsletter name, color, paper, etc. For an additional fee, firms may opt to produce an insert of local news and firm happenings.

Federal Tax Watch
Examines recent tax legislation affecting members' client base and offers planning strategies to maximize tax savings. When tax legislation passes, a special issue outlining and analyzing the effects of the legislation is published.

Fraud Matters
Describes ways clients can prevent and detect fraud at their businesses. Sarbanes-Oxley issues are included in the newsletter and articles relating to signs of fraud, internal controls improvement, the impact of fraud on small businesses, effective measures to prevent fraud and online fraud issues.

Inventory Counts
Focuses on ways the member firm can help its wholesale and distribution clients maximize tax savings, optimize profits, enhance customer value and manage processes efficiently.

Management Strategies
Provides the owners of closely held businesses and other business executives articles in the areas of leadership, profit enhancement, marketing, planning and employee relations.

More Than Money
Highlights financial information and services for nonprofit organizations, tracks current changes and discusses financial strategies and tax issues.

Of Real Value
Targeted toward developers, owners of income-producing property, and other owners and operators of real estate property. Focuses on strategies for maximizing profitability, new legislation and regulations, and other issues of high interest to real estate investors.

Relatively Speaking
Targeted to family owned businesses. Examines both the financial and emotional issues that impact family business and succession planning issues.

Valuations Plus
Targeted to attorneys, lenders, trust officers and other referral sources for CPA firms. Focuses on business valuations.

Wealth Advisor
Focuses on financial planning, estate planning and investment planning. Presents an in-depth look at retirement planning, stock portfolios, asset allocation, estate taxes and other issues involved in the accumulation of personal wealth.

Your Healthy Practice
Focuses on strategic planning for practice management, tax law that affects the choice of accounting method and patient confidentiality issues. Articles cover tax advice, practice management topics and Medicare and Medicaid issues.

Newsletters—*Member*

Brainstorming
Published monthly to keep members informed of the latest developments within the association and its membership. Includes Doug Thompson's *Just Thinking* column.

CPAConnections
Published monthly to keep members of the CPAConnect association informed of the latest developments of the association and its members.

CPAmerica Profit Sense
This monthly e-mail publication indexes and reviews the best articles on leadership and management from several publications serving the accounting profession.

CPE Technical Training Guide
This annual publication outlines the schedule for CPAmerica's CPE training courses during the year, acquaints members with instructors and reviews evaluations from past years.

Dispatch
This biweekly e-letter focuses on upcoming events, association news and deadline reminders.

Marketing Mix
CPAmerica marketing liaisons share their strategies and successes in this attractive newsletter that is inserted into *Brainstorming* on an occasional basis.

Online Publications

Audit America Online
An e-mail version of Audit America. *Available as a Web site link.*

E-ssential$ Bulletin
A custom e-newsletter sent to members' clients, prospects and referral sources with a wide variety of niche information available.

Federal Tax Watch Online
An e-mail version of Federal Tax Watch. *Available as a Web site link.*

Online Brochures
More than 40 of our brochures are available in an online format to enhance your firm's Web site.

Washington Tax Update
Biweekly e-mail advisories, insights and predictions of critical developments on the federal legislative front most likely to affect members' clients. *Available as a Web site link.*

Brochures

50 Ways to Cut Your Business Taxes
Examines key areas that could help clients reduce their tax burden, including depreciation and expensing, purchasing and inventory, multi-state operations, vehicles and corporate entity.

50 Ways to Improve Your Company's Bottom Line
A complementary piece to *50 Ways to Increase Your Personal Wealth*. Offers tips from members to help clients and potential clients better manage their employees and business operations.

50 Ways to Increase Your Personal Wealth
Includes tips submitted by CPAmerica partners from around the country of how clients and potential clients can plan for their financial futures.

50 Ways to Market Your Business
Contains important tips that will help clients' business grow and prosper through effective marketing tactics.

50 Ways to Reduce Your Personal Taxes
Tips on such topics as charitable giving, investments, real estate, retirement, estate planning, child and education costs and tax planning ideas.

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Brochures cont.

Adventure Firm Brochure
The 9x12 presentation folder emphasizes the member firm's experience and area of expertise to business clients.

Alternative Minimum Tax
Helps clients better understand the alternative minimum tax.

Building & Construction Services
Provides information related to the industry's challenges and issues.

Business Development Brochure
Our customized firm brochure markets a member firm to clients and potential clients throughout their communities.

Business Records Retention
Discusses exactly how long different types of records must be kept, including corporate minutes, insurance policies, tax returns, payroll and personnel records. Informs clients of special issues arising with electronic records.

Compilation and Review Services
Informs clients of their options when they receive requests for financial statements.

Controllership/CFO Services
Explains how clients will benefit from using controllership services.

Cost Segregation Studies
Explains what a cost segregation study is, who would benefit from one, what tax savings are possible and when it should be performed.

Creating the Right Buy/Sell Agreement
Answers the more common questions about buy/sell agreements—why they are needed, the different types of agreements, their advantages and disadvantages and other considerations.

Dealing With Rising Healthcare Costs
Presents options for employers struggling with the need to balance benefits and costs.

Divorce: Financial Survival Skills
Provides a blueprint for surviving the impact divorce can have financially, including estate planning, retirement planning, child support issues and the future of family businesses.

Eldercare Provider Services
Emphasis is placed on the member firm's role as a key adviser with specific, in-depth experience in the eldercare provider services industry.

Employee Benefit Plan Audits
Helps employers understand what an employee benefit plan audit is, why it is necessary and how to prepare for it.

Estate Planning Services
Focuses on transferring clients' wealth to their families.

Everything You Ever Wanted in a Career
Lets college students and other prospective hires know why working for the member firm would be their best choice.

Family Business Services
Discusses the importance of total family business planning and outlines ways in which family business owners can be assisted in accomplishing their goals.

Fraud Detection and Prevention
Outlines how assets can be recovered, how clients can proceed against those responsible and how to prevent fraud.

Gifting Wisely
Includes frequently asked questions and answers regarding charitable donations and tax savings and reasons clients can benefit from planning their philanthropic gifts.

How Much Is Your Business Worth?
Explains when a business valuation is needed, how business worth is determined and what factors can enhance or detract from value.

How to Improve Your Company's Cash Flow
Shows clients the steps to take to improve their collection process and maximize their payment scheduling.

Internal Controls: Protecting Your Company
Introduces internal controls by emphasizing their purpose and value to businesses. Lists the broad categories of controls, along with practical ways to apply them.

IRAs and Your Retirement
Describes traditional and Roth IRAs and the advantages of each, contrasts the two IRA types and discusses conversions from a traditional to a Roth IRA.

Litigation Support Services
Outlines the services provided to law firms in the litigation support area, including forensic accounting, business valuation and expert witness testimony.

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Brochures cont.

Maximizing Deductions
Provides an annual reminder of what deductions are and are not allowed for travel, meals, entertainment and automobiles.

Not For Profit Services
Advises decision-makers in tax-exempt organizations on the specialized services needed in this niche area.

Overtime Rules
Clarifies overtime regulations.

Planning for Your Annual Audit
Assists company CFOs and controllers in preparation for the annual audit of their books.

Protecting Your Parents' Assets
Offers advice to those who face the responsibility of caring for aging parents. Discusses financial and estate planning, insurance issues and other ways that a current or potential caregiver can protect parents' resources.

QuickBooks Advisory Services
Explains to clients the types of services to help them streamline the financial aspects of their businesses. *We will provide the members' certification on the outside center panel. (Certified QuickBooks ProAdvisors, QuickBook ProAdvisors or QuickBooks Advisors—no official certification required.)*

Ratios and Your Business
Informs how financial ratios reflect the health of their businesses and how you can help them compare ratios.

Rental Real Estate
Discusses tax considerations, risks, choice of properties and the structuring of a real estate business.

Retirement Planning Services
Explains the importance of a retirement plan and describes how to determine how much money will be needed for retirement.

Saving for College
Incorporates new tax laws and places an emphasis on 529 plans, which allow clients and prospects to take advantage of the savings opportunities available for college.

Services for Manufacturers
Introduces the broad areas of service offered by the member firm's business advisory and manufacturing consultants. Emphasizes how manufacturers can benefit from your services and includes advice for manufacturers concerning management, compliance, financial planning and tax issues.

Services for Physicians
Introduces prospective clients to the broad areas of service offered by the member firm's medical practice management consultants and emphasizes how physicians and their practices can benefit from the firm's services.

Services for Wholesalers and Distributors
Emphasizes how wholesalers and distributors can benefit from strategic planning to operational reviews. Includes advice for wholesalers.

Social Security and Your Retirement
Includes information about how Social Security figures into retirement planning and how to decide when to retire.

Starting a Business
Outlines some of the questions facing new business owners, including why professional advisers are needed, the types of entities to consider, business registration and planning issues and the kind of accounting records that need to be kept.

Strategic Planning
Identifies critical factors to the client's company, defines what makes the business distinctive, establishes goals for the company's future, develops a process to achieve those goals and ways to monitor results.

Strategies for Raising Prices
Gives smart strategies for raising prices that won't lose customers.

Succession Planning Services
Explains why a succession plan is needed, discusses the elements of a succession plan and provides various options for business transfer.

Tax Strategies for Small Businesses
Covers topics that offer opportunities for tax savings for the small business owner, such as depreciation, change of business entity and Section 125 plans.

Tax Strategies for Wealthy Individuals
Describes how a client can minimize taxes on investment income, stock options, capital losses, real estate gains, and more.

Trusts, Insurance and Marital Deduction Planning
Provides calculations and other information about reducing estate taxes.

Wealth Advisory Services
Explains the array of personal financial, retirement and investment planning services offered by the member firm.

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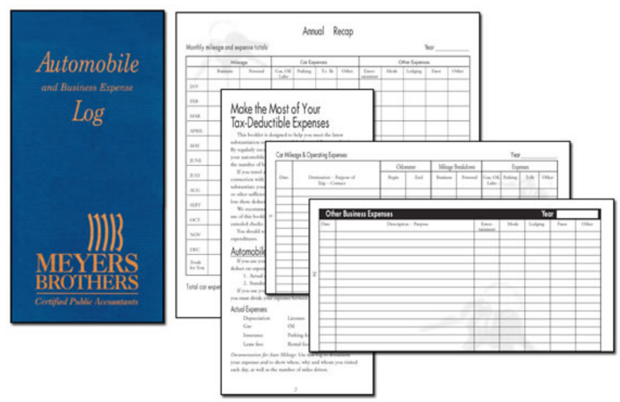
Brochures cont.

Which Entity Is Best For Your Company?
Covers important themes to help clients choose the corporate entity best for their company.

Wills and the Law
Includes five reasons a will is needed as well as important information about executors, living trusts and probate.

Additional Publications

Auto Mileage Log
This pocket-sized booklet contains more than 40 pages for entering annual automobile mileage and expenses as well as information about deduction requirements. *Designed as a companion piece for Maximizing Deductions.*



Tax Planning Letter *(Mid-Year and Year-End)*
Written by one of CPAmerica's leading tax partners, this letter alerts clients about tax planning strategies for customization and placement on the member firm's stationery.

Thank You Cards
Available with either a customizable inside messages or blank with the firm logo and return address imprinted on the back flap of the envelope.