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- CERTIFIED PUBLIC ACCOUNTANTS -

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RBTK Charity Golf Tournament

On April 26th we held a charity golf tournament to benefit the Wounded Warrior Foundation and Bayside Community Center. The tournament was played at the Sea 'N Air Golf Course on the North Island Naval Base, and while it rained that morning the day couldn't have turned out more beautiful. Thanks to the support of 108 golfers and our sponsors, the event raised \$12,000 in total for the charities. If you get the chance, [click here](#) and enjoy some of the photos from the event.



Now that we have made it through another April 15th tax deadline at the firm, we would like to reflect on what went well and evaluate ways we and our clients can best position ourselves for success. To that end, two things stand out to me as we move forward:

1. To increase our profile and business opportunities
2. Better efficiency through the use of new technology

Elevating Our Profile & Business Opportunities

Shelly Hall, President of [SpearHall Advertising & Public Relations](#), has worked with us for a few years and he and his team were instrumental in our 30th Anniversary Golf Tournament. Shelly shared the following with me regarding simple and affordable things you can do to increase your business profile.

5 Simple Things You Can Do To Maintain A New Business Pipeline

When business is good, most of us don't think about marketing. Then when things slow down, it is often too late to avoid a temporary slide in business because we haven't been marketing our business all along. Because of this, I wanted to share 5 simple things you can do to get and keep you and your business visible so prospects think of you when they are ready to make a hiring decision.

1. Differentiate Yourself

How do you want to be perceived? What are your strengths? Knowing what sets you apart from your competitors is crucial to your success, so identify what makes you unique, position yourself accordingly and capitalize on it.

2. Build Relationships

Your customers, clients and vendors already know and trust you, so create a database that includes your insurance rep, lawyer, accountant, banker, and clients - and stay in touch with them on a regular basis. Mail a postcard on their birthday, send them a company newsletter, and invite them to a social or corporate event. Even send them a business lead from time to time. You'll be surprised how this will payoff in business referrals and you'll make some lasting friendships too.

3. Toot Your Own Horn

Visibility is vital to gaining new customers. Use traditional and social media tools to connect with your prospects and customers. Send a press release to local news outlets about a new hire, employee promotion, company award, new business acquisition, and anything else you can brag about. Set up a Facebook page and constantly interact with and listen to your customers. Get out there and promote your business!

4. Improve Your Digital Brochure

Having a professional website is absolutely imperative today. It's the first place and often only place prospects look when they are considering your services. Tell your story by keeping it current, interesting, succinct, and utilize client testimonials and photography of your past work and your team. Prospects want to see your work and the people they might be doing business with. Then develop an effective SEO program so your prospects can easily find you with keywords. The time you invest will be well worth it.

5. Get Involved

Participation in business associations, philanthropic organizations, sports, and even social events provides opportunities to network. Attending industry meetings, participating in a charity golf tournament, serving on a charity board, or just having lunch with a new group of friends can go a long way to develop new business.

All of these recommendations are simple to accomplish and very affordable, so in good times and slow times keep your eyes on the road ahead by remaining involved.

Increasing Efficiency Through Technology

Technology is changing as fast as a new application can be loaded on to our smart phones or tablets. And while technology can be incredibly helpful, it can also be incredibly confusing and frustrating. However, it is not something we can ignore in these days of need for information, efficiency and staying up with the competition. One app that I have started to consider as we move forward is the "cloud".

The constant need to upgrade computers, software and servers is costly, and if the system goes down during critical work times it can be devastating. In simple terms, the "cloud" for a business is outsourcing the entire information technology system to a third party, and then having the ability to access your programs and data from anywhere you can access the Internet.

Kathleen Schneider, President of Richman Knoll Associates, has spent a considerable amount of time on the issue of cloud computing in her business. She has written some articles on cloud computing and I have provided a link to one of her articles, "What's In The Cloud", that I think you may find helpful. [Click here](#) to view the link on our website for her article.

I hope this brief discussion on marketing tips and technology is helpful. I would be happy to discuss any challenges or questions you may have surrounding these issues.

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