

# WHEN



you choose a Chartered Professional Accountant, you're getting a trusted business advisor.



Consider the value that we can offer you and your business:

- A personal, customized approach: we can help you make good business decisions!
- A one-stop shop: we provide a wide-range of services to meet your business needs!
- A commitment to meeting your expectations: when you succeed, we succeed!

# WHO



## to contact

To learn more about how a Chartered Professional Accountant can help you, please contact:



Chartered Professional Accountants can help you

# NAVIGATE CHANGE

so that you can save time and money and focus on running your business.



# ABOUT



## Chartered Professional Accountants

CPA Ontario protects the public interest by ensuring its members meet the **highest standards of integrity and expertise**. CPA Ontario's more than 88,000 members serve in a wide range of senior positions in public accounting, business, finance, government, not-for-profits and academe. Chartered Professional Accountants are valued by organizations of all types and sizes for their

- financial expertise
- strategic thinking
- business insight
- management skills
- leadership

The CPA profession's commitment to excellence and to the public interest provides the crucial foundation for this trust, and as a result they are globally recognized.

Throughout their professional careers, CPAs are subject to ongoing regulation to safeguard the public interest. This demanding regimen includes:

- Mandatory practice inspection and professional liability insurance programs for CPAs in public accounting
- The enforcement of the exacting CPA Code of Professional Conduct
- Continuing professional development requirements
- Comprehensive public oversight and discipline mechanisms

For information on the profession, visit [cpaontario.ca](http://cpaontario.ca).

Ask how a Chartered Professional Accountant of Ontario can help you **NAVIGATE CHANGE!**

# WHY



## choose a Chartered Professional Accountant, not an “accountant”?

Know the difference, and protect yourself and your business. Anyone can call themselves “an accountant”, but not just anyone can call themselves a **Chartered Professional Accountant**.

- As professionals, we belong to a self-regulated professional body which has the mandate to promote and protect the public interest.
- As professionals, we are required to meet and maintain standards of qualification, practice, and professional ethics, as well as standards of knowledge, skill and proficiency.
- Only CPAs who meet public accounting licensing requirements mandated by the province can provide assurance services to the public in Ontario and call themselves Licensed Public Accountants.
- Only firms that are properly registered and comply with the regulatory and ethical requirements of CPA Ontario can call themselves Chartered Professional Accounting firms.

# WHAT



## can a Chartered Professional Accountant do for you?

As a trusted business advisor, a Chartered Professional Accountant (CPA) can provide you and your business with a variety of services **over and above** traditional accounting, audit and personal and corporate tax assistance.

This may include:

- general business consulting
- information technology analysis and implementation
- business planning and financial projections
- strategic planning
- developing financial strategies
- business valuation
- purchase and sale of businesses
- personal financial planning
- estate planning

We are agents of change and we know our strengths. If you need assistance in an area outside our expertise, we maintain relationships with other professionals who can meet all your varied business needs.

