



# Expect More...

## When clients engage Ross Buehler Falk & Company, LLP (RBF),

they do so for a number of reasons; many of them the standard ones: experience in the industry, well known in the community, responsiveness, good communications, fair and reasonable fees – all of the things you would expect to come standard with a good CPA firm.

But, at RBF, clients expect more. And they get it.

For example, clients who come in expecting to get good accounting

work find they also get great business counsel.

Clients coming in expecting good tax planning – they find they get great budgeting and financial consulting.

At RBF, clients expect more. And they get it.

And that’s because we understand them. We know the unique nature of their industries because we’re specialists and we get what makes their businesses thrive and succeed. They expect more from us. And they get it.

**When Clients expect more,** they get it. At RBF, giving more is a calculated decision on our part. We’ve put standards and processes in place to make sure that we deliver more than we promise and that our clients’ expectations are met and exceeded.



### RBF Services:

#### Accounting and Auditing Tax Services

#### Management Consulting Services

- Accounting Systems
- Business Acquisitions
- Business Startups
- Business Process Improvement
- Financing
- General Business Counsel
- Succession Planning
- QuickBooks

#### Personal Financial Counseling

### Industry Experience:

#### AgriBusiness Services

- Egg Processors
- Farming Operations
- Fertilizer Producers
- Food Processors
- Silo Manufacturers

#### Construction Industry Services

- Aluminum and Glass Contractors
- Bridge Contractors
- Building Supply Companies
- Commercial Building Contractors
- Drywall Contractors
- Landscaping Contractors
- Masonry Contractors
- Mechanical Contractors
- Plumbing Contractors
- Residential Building Contractors
- Steel and Iron Fabricators

#### Healthcare Services

- Assisted-Living Facilities
- Continuing Care Retirement Communities
- Healthcare Foundations
- Home Care Nursing Associations
- Hospital Authority
- Individual & Group Medical Practices
- Medical Billing Services
- Nursing & Rehabilitation Centers
- Personal Care Facilities
- Pharmaceutical Distributors
- Pharmacies
- Sub-acute Facilities

#### Manufacturing Industry

- Tool and Die
- Fabricators
- Mold Extrusions
- Snack Food
- Packaging
- Aluminum Siding
- Glass and Glazing
- Industrial and Automotive Tools



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## HERE'S HOW WE DO IT: A Culture of Learning

“Learn to Live and Live to Learn” is a quote that retired Partner Larry Reich remembers from the wall of his Junior High School. The impression that left on Larry has carried over into the culture of RBF and permeates the environment. Everyone is encouraged, even mandated, to stay current on industry regulations and changes. CPAs have to do that, by law. But we push our people further. We give them opportunities to learn outside of their specialties, to grow their soft skills, to dive deeper into industry knowledge. We expect more because our clients expect more.



“RBF is well regarded in the business community and they're a big asset to our business growth.”

## Technology Creates Advantages

The advantages created by technology have positioned RBF to deliver services faster, more efficiently and with more capabilities. Tax research that would have taken weeks or months before, is now available immediately through technology and our participation in the Firm Foundation; a peer resource for CPA firms.

Our clients also tap our expertise to help them with their own accounting software and to help them with the processes needed to make the financial end of their businesses run smoothly.

## Understanding the Building Blocks

Business is complex. There are no easy answers in the business scenario we currently find ourselves in but there are solutions. RBF clients know they can expect to be consulted with in finding a number of solutions that will benefit their situation in the short-term and provide growth and sound financial management in the future. We've been in business for a long time and know

## JEFF BLEACHER



*Managing Partner Jeff Bleacher's motto for his clients is to “work on the business rather than in the business.” Bleacher knows what he's talking about because he's a CPA responsible for client work, but also the Managing Partner responsible for RBF's growth. His vision for the SC PA focused firm is to grow the people at RBF and provide deep resources for their development. In addition, he is passionate about creating synergistic relationships with the firm's clients that drive growth and opportunity for clients and for RBF.*

## KEN FALK



*“Every day is different and unique,” says Partner Ken Falk, who specializes in Management Consulting and has a background in both the tax and accounting and auditing areas. Falk notes that it's important for CPA firms to stay flexible and understand that relationships are key to success in serving a client. “Expect every client to be a long-term relationship,” he says and adds that being responsive is key. Falk's clients know they can depend on him to deliver solutions that are outside the box and their expectations are always met.*



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that making an impact on a client's business begins with the basics and then moves into the complexity that every unique industry requires. Clients expect more from us because we know more, have more experience and deliver more.

## Complex Deals

Managing Partner Jeff Bleacher smiles when he talks about the perception of CPAs as pencil



pushers and numbers guys. Bleacher will tell you that no two days are the same as a CPA whose firm helps clients with complex deals ranging from mergers and acquisitions to succession planning to tough financial negotiations. RBF brings knowledge and resources to the toughest problems that clients face and finds solutions that bring resolution. In these scenarios, clients expect the best and they get it.

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RBF is a Lancaster, PA CPA and consulting firm specializing in providing accounting and consulting services with the highest integrity.



## JEFF GROFF



Partner Jeff Groff is a tax specialist with the responsibility of implementing all tax strategies for clients and coordinates the work between the Partners and the staff on behalf of RBFs clients, which makes him a very busy man and very much in demand. In today's world, unique and complicated issues come up frequently and Groff loves the challenge of finding solutions that make a positive impact for the client. "We are well positioned with our staff and our technology to handle these issues," said Groff, "and we welcome the opportunity to help people through onerous tax issues."

## PATRICK GENDRUE



Patrick Gendrue advises his two sons that "you'll never get in trouble for working too hard." He applies that advice to his work at RBF as well. "We're a unique firm," he notes, adding that individual client attention is critical to RBF's success. "Accounting is more about relationships than just numbers," he adds. "We're in this for the long haul with our clients."