



values

Values is an informational newsletter for attorneys who assist clients in answering valuation questions and claims adjusters who work to pay the proper amount of a claim.



Resolve...to Get the Professional Help of a Forensic Accountant

Happy New Year! Every year, well-meaning Americans across the country spend January making resolutions to themselves – promising to lose weight, stop smoking, exercise regularly and get organized. Sometimes it just doesn't happen. With few exceptions, we all fall back into the same bad habits we had before. In fact, as this article is being written, good quantities of holiday popcorn are being consumed – something that – despite the best January efforts, probably won't change long term.

But resolutions don't have to be so unattainable. In fact, we at Cremers, Holtzbauer & Nearmyer have taken the drudgery out of coming up with new resolutions for this year. Even better, we think we can make it easy for you to keep with the resolutions well into the future.

Resolution #1: Stop Wasting Time

Time is money. Calculating things like actual economic loss or trying to rebuild a company's books when a disaster hits or when fraud is involved can be complicated and time-consuming. A lot of factors go into these calculations, including analysis of historical data, economic trends, inventory valuation, etc. It just doesn't make sense to try to calculate these things yourself when often you can work with an experienced forensic accountant who does this kind of thing every day.

We're not trying to tell you that every insurance claim or legal/financial dispute should cross our desks. But there are times when it makes sense to work with the kind of experts who can do the legwork and determine these calculations more efficiently and accurately. And, the benefits of using an independent third party to do these calculations often makes both sides

feel more comfortable with the results – which in turn makes the whole process go faster and smoother. And, did we mention time is money?

Resolution #2: Start Using Experts

Ever watch some of those legal dramas on tv? Often, the attorneys on both sides of the case will bring in expert witnesses to help support their case. In many cases, the outcome of the case hinges on which expert witness the judge or jury deems most credible.

That means it's important to find experts who: 1) have professional credentials that would convince a judge or jury that they are truly an expert; 2) take the time to understand the fine details of the case so that they are not tripped up or intimidated by aggressive, probing questions; 3) exude confidence, can communicate well and can present themselves in a way that gives the judge or jury confidence in the expert's testimony.

Not anyone can do this. But we at Cremers, Holtzbauer & Nearmyer have been battle tested from both sides of the aisle. In fact, you're not likely to find a group of forensic accountants with more experience as expert witnesses in the Midwest than we are.

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There's no substitute for experience in forensic accounting. Cremers, Holtzbauer & Nearmyer has more than twenty years of experience in forensic accounting, helping insurance companies determine actual economic loss in complex insurance claims, business owners uncover cases of fraud and attorneys demonstrate financial impact on a wide range of litigation cases.

Resolution #3: Stop Wasting Money

Forensic accounting is truly a specialty area of accounting. You'll find that many larger accounting firms have recently started to recognize forensic accounting as a new revenue opportunity and are now offering forensic accounting services. But we've found that forensic accounting requires a different skill set than traditional accounting services.

Forensic accounting requires a strong understanding of micro- and macro-economics to help predict trends. It requires excellent personal and communication skills in order to explain findings or talk plainly to judges or juries. And, it requires specialized training in interviewing and interrogation techniques so you can more easily determine where you're

going to find accurate information – especially in cases of fraud. As one of the founding members of the Forensic Accounting Society of North America, CH&N has made a strong, long-term commitment to being on the cutting edge of forensic accounting. And because we have so much experience, you won't waste your time and money being a "training client" for someone relatively new to forensic accounting.

Resolution #4: Benefit from New Partnerships

Your business is only as good as the people who support you. We'd like an opportunity to show you how our experience in forensic accounting can benefit you. In fact, we've made it easy for you. Just fill out the easy-fax form below and let us know how we can help you as you resolve to improve your business in 2007!

Check one and fax 515-274-4807:

- I want to save more time and money this year by working with the bright, experienced forensic accountants at Cremers, Holtzbauer & Nearmyer. Please give me a call so we can discuss this further.
- Nah, it's easier to be reactive than proactive and I'm pretty fat and happy right now. We've got your name and we'll give you a call if we need anything.
- Forensic accounting has no chance in this place. Please just take me off your list.

Name: _____

Phone: _____

E-mail: _____

Can We Help You?

Dale Cremers, Bob Holtzbauer and Roger Nearmyer have experience to help you address questions about forensic accounting. Please call for more information at 515-274-4804 or e-mail us at info@chncpa.com.

