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Focusing on Its Niche Helps Bergman, Schraier & Co. Deliver Results

At Bergman, Schraier & Co., P.C., the goal of its team of accounting experts is to act as proactive planners for their clients, not just historians. For this reason, the CPAs at Bergman, Schraier & Co. take active roles in their clients' businesses throughout the year. "We like to get to know our clients, their businesses and the people involved so we can provide creative solutions rather than just preparing a tax return at the end of the year" says Wendy D. Shireman, CPA and tax manager.

While Bergman, Schraier's proactive relationship management sets it apart, so does its niche focus. "Our niche is traditional accounting services," says Shireman. "We do not manage securities or sell insurance, we leave that to people who are experts in that field and focus on being experts in ours."

In a business industry where the law is always changing, focusing on its niche gives Bergman, Schraier an extra edge for its clients as well as its team-based approach to projects. "We have two to three people including a staff member, manager and partner all working on each project," says Shireman. "This way, clients have multiple

resources available to them who are familiar with their needs, and we are constantly grooming young people to progress in our company."

As Bergman, Schraier helps all team members to develop within the company, it also supports employees' development outside of it. "Many members of our firm are also leaders in community organizations," says Shireman. "So we are leaders in and outside of our business."



BERGMAN · SCHRAIER
& CO., P.C.
CERTIFIED PUBLIC ACCOUNTANTS

9666 Olive Blvd., Ste. 710
St. Louis, MO 63132-3026
314.432.2002 | 800.627.2002
bergman-schraier.com