

Fazio, Mannuzza, Roche, Tankel, LaPilusa, LLC

White Glove Service with a Personal Touch

The clickety-click of old-fashioned calculators and the closing thump of desk-wide ledger books are long gone from today's fast-paced world of business.

Yet the personal touch and security of a trusted accountant and business partner are alive and well at Fazio, Mannuzza, Roche, Tankel, LaPilusa, LLC, Certified Public Accountants and Consultants (FMRTL).

They are simply wearing white gloves rather than a bookkeeper's armband.

FMRTL is a full-service accounting and consulting firm. Celebrating its 35th anniversary, the firm maintains trusted client relationships while also offering the depth of resources – 65 professionals and support staff, including 12 partners – to service its spectrum of clients with cutting-edge systems, including a paperless environment, and extensive business knowledge.

"We service everyone on a personal basis," said Joseph Fazio, partner and managing director. "We are a large firm providing the attention to detail of a smaller firm. We like to think of ourselves as providing 'white glove' service to our clients."

Much like the trusted white gloved butler of old film who anticipates the needs of his employer, FMRTL takes pride in the firm's ability to be proactive and to immerse itself in the needs and demands of its clients, according to Fazio.

"You have to develop a real understanding of the client and what they do and the environment they're operating in," he said. "Then you really have to listen to what they're telling you to determine what their needs are. You can't pretend to know."

FMRTL knows quite a bit, however. The firm's services include: accounting, auditing and tax planning and preparation; estate and trust planning and taxation; business consulting and advisory services; bookkeeping and payroll; and accounting software selection and implementation.

The firm's niche remains the small to medium-sized family-owned, privately held company – the type of business that appreciates personalized attention and at the same time requires the level of expertise and resources of larger entities.

"We are a large enough firm to offer a variety of services that our clients might not be

able to get elsewhere under one roof," Fazio said. "And because we have so many people, we have tremendous resources of talent."

Those resources go beyond the walls of the firm. FMRTL maintains extensive business alliances with banks, insurance companies, law firms and actuaries that allow the firm to meet the needs of its clients.

FMRTL reflects the changing nature of today's accounting firm, with clients looking for overall business partners and consultants, not just bookkeepers and tax advisors.

"We're serving second- and third-generation clients, and we truly become part of their team," Fazio said. "They rely on us as their trusted advisor in today's business world."

The ever-changing business environment is constantly placing new demands and regulations on businesses and FMRTL is committed to continuing education and training to keep not only its accountants but also support staff current in all relevant practices and technologies.

FMRTL recently was named 19 among New Jersey's Top Accounting Firms 2008 by *New Jersey Business Magazine* after placing 21 in 2007 with *NJBIZ*. *CPA Magazine* also named FMRTL's John LaPilusa, partner and former president of the New Jersey Society of Certified Public Accountants (NJSCPA), as one of its Top 100 Most Influential Practitioners in 2006.

FMRTL is a member of the AICPA (American Institute of Certified Public Accountants), PCPS (AICPA's Private Companies Practice Section) and EBPAQC (Employee Benefit Plan Audit Quality Center), as well as the NJSCPA.

Professional respect and recognition is important to Fazio because it is a reflection of both the service the firm provides as well as client loyalty, he said.

"It's a good feeling to know they come to us," he said. "I want them to know they can truly rely on us to be part of their team, and that we have the ability and experience to be able to help them succeed."

White glove service included.