



Modesto Chamber of Commerce

WORK IN PROGRESS

A SERIES SPOTLIGHTING SOME OF OUR AREA'S MOST INNOVATIVE AND SUCCESSFUL COMPANIES

SEEING CLIENTS AS MORE THAN NUMBERS

When most people think of accountants, they think of numbers, calculators and large stacks of spreadsheets. However, the CPAs at Grimbleby Coleman have committed themselves to looking beyond the numbers and focusing on providing comprehensive services to their clients.

President Clive Grimbleby uses the word "holistic" when describing Grimbleby Coleman's interaction with clients because the focus is not just on providing a service, but listening and helping the client. "Rather than being an umpire who calls balls and strike with financial reports, we want to help our clients think about the results and how to improve them" he explains.

As part of this holistic approach, Grimbleby Coleman offers each of its clients a comprehensive annual Performance Review report. A combination of words and graphs, this report takes different aspects of the client's finances and compares

them to industry standards and the client's performance over the last four years. "The report has a 5-star rating system," Grimbleby says, "and it provides clients with a benchmark as to how they're doing."

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By understanding our clients, we can help them make better business decisions throughout the year and at tax time.
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- Clive Grimbleby

Reports like these help Grimbleby Coleman to really understand the client and their business, and not just crunch numbers. By connecting with clients on this level, the company can help organize and interpret financial information, and even offer suggestions for improving profitability. Grimbleby Coleman is staffed with a variety of experts with different credentials in order to offer solutions and provide guidance for issues that do come up.

"By understanding our clients, we can help them make better business decisions throughout the year and at tax time." says Grimbleby. "We want clients to view us as the first place to go with questions."

BE UNIQUE IN YOUR INDUSTRY. (Courtesy of Never Boring Design Associates)

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- Email Marketing – reach targeted, segmented lists with education, sales messages, and more.
- Web Video – Capture your online audience with moving pictures. Use client testimonials, or instructional videos to create a compelling argument.

For more information, or ideas on advertising and marketing tactics, contact Never Boring Design Associates today at 526-9136..

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MODESTO MEANS BUSINESS

SAVE THE DATE

Trade Show
May 13, 2010
3pm - 7pm
SOS Club, 819 Sunset Avenue
Call Geri at 577-5757 to reserve your table

Progress magazine is the voice of the Modesto Chamber of Commerce, and the leading business publication in Stanislaus County. For more information or advertising info call (209) 526-9136



The Modesto Bee

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