



G R O W I N G

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B U S I N E S S

FINALLY THERE'S  
A SINGLE SOLUTION  
DESIGNED TO HELP  
YOUR ENTIRE BUSINESS  
GROW AND PROSPER  
—MERCADIEN.



You know the value of expert advice. All too often, though, your trusted business advisors don't talk to each other – or have conflicting opinions about the best course to chart for your organization.

At Mercadien, you'll find a single solution for the business services most critical to your growth and profitability, from accounting, IT and management consulting to asset management, administrative outsourcing, and investment banking.\* Most importantly, our experts work together to share information, offer cost efficiencies and create exciting business-building synergies.

We invite you to take a closer look at Mercadien, the company that's changing the way businesses grow.

\*Investment banking services provided through Mercadien Securities, LLC.





#### **ENTREPRENEURS SERVING ENTREPRENEURS**

*This isn't simply a catch phrase. The Mercadien Group of companies is comprised of forward-thinking and insightful business executives whose focus is to understand your goals and objectives and provide you with the resources to be successful. We recognize your requirement for efficiency, timeliness and profitability and are committed to serving your needs. By acting as a client advocate, we focus on what is in your best interest and support your efforts to attain those goals.*

#### **YOU HAVE A VISION**

*In today's business environment, you need a strategic business partner to help keep that vision in focus. To build on your success, you'll need a partner with financial experience and innovative ideas... someone who thinks like an entrepreneur and who'll keep a steady eye on the bottom line. You'll find that partner in The Mercadien Group. We will help you achieve your goals by listening to you and looking at issues from your perspective.*



#### **WE BELIEVE IN THE ENTREPRENEURIAL SPIRIT**

*It is part of who we are; it is at the core of every great company. Because we are entrepreneurs ourselves, our team can develop solutions to your challenges by keeping pace with new technology, management and financial principles, relevant legislation and evolving tax laws.*

#### **VALUE BEYOND CAPITAL**

*Our mission to provide premier client service can only be accomplished with top notch human capital. We take great pride in recruiting and retaining the best people in the industry in order to provide every client with the highest level of service. Additionally, our professionals have the expertise and flexibility to serve your needs and objectives in a cost-effective manner. Always, our goal is to provide you with the resources you need to succeed.*



At Mercadien, P.C., we are dedicated to increasing – not simply reporting – your profitability. Because we focus on your bottom line, we ensure that you, too, stay focused on your future financial success.

Mercadien, P.C. uses financial reporting and tax compliance as tools to design and implement successful planning strategies. This proactive approach goes far beyond the number crunching often associated with traditional accounting firms. Our dedicated and highly trained professionals work by your side as an invaluable business partner.

Our insight and business acumen have been finely honed over the years as we, too, are business owners and entrepreneurs. Having sat on both sides of the desk, we are keenly aware of the challenges and decisions you face every day. Therefore, we see managing your financial information as only one of the keys to your success.

There is more to Mercadien, P.C. than simply interpreting financial information and tax codes. With financial experts from many disciplines working in tandem, we create the synergies to grow your business.

Nobody likes to pay taxes on their hard-earned profits. However, our philosophy is that it is not how much you pay in taxes; it is how much you have left after paying taxes. We educate our clients about the impact taxes have on their decision making processes. Our tax practice is one of the largest in the region and is staffed with experts in complex business and personal transactions.

Individuals in need of professional advice to achieve their financial goals seek out Mercadien, P.C. because we provide the personal attention they expect. We are proud of the fact that our existing clients provide us with most of our new clients.

Multifaceted. Strategic. Insightful. Clearly, Mercadien, P.C. is not an ordinary accounting firm. Nor do we produce ordinary results. We provide an array of services including, but not limited to, the following:

- Traditional Accounting, Auditing and Financial Reporting Services
- Tax Consulting
- Estate & Trust Planning
- Nonprofit Consulting
- Municipality and Public Entity Consulting



There is no substitute for expertise gained on the client side of the desk. In addition to invaluable hands-on experience, our consultants bring an arsenal of uniquely-designed problem solving and prevention methodologies to assist you in maximizing your profitability and attaining your most ambitious goals.

Mercadien Consulting serves organizations ranging from start-ups to established enterprises. We provide the kind of sound business and management advice critical to the decision-making process in today's competitive business environment.

Our nationally-recognized healthcare consultants provide a wide range of services relating to the development, financing and operation of skilled nursing facilities, assisted living facilities and continuing care retirement communities. Our consultants have facilitated transactions with a total value of more than \$1 billion and have provided consulting services to more than 100 organizations. In addition, our consultants provide healthcare provider organizations expert advice in areas of practice valuations, income distribution, capitation, physician integration, and strategic planning.

Mercadien Consulting's sports and entertainment consultants have expertise in facility operation; construction management; valuation, acquisition and sale of minor league franchises; business plan development; corporate sponsorship and marketing agreements; and tax and financial planning. We have consulted with major and minor league franchises and stadium owners/operators, golf clubs, theme parks, professional athletes, and other high-profile clients.

Our litigation services team has a well-earned reputation for providing support in matters of damage claims, divorce and business valuations. We have worked closely with large national law firms and sole practitioners as well as with the Federal Bureau of Investigation and the Securities and Exchange Commission.

In insolvency and reorganization matters, Mercadien Consulting advisors provide representation for the clients in bankruptcy cases and work to evaluate problems and create solutions. We are experienced in the development of reorganization plans and tax strategies related to bankruptcy as well as evaluating the financial viability of the debtor-in-possession.



Mercadien Technologies creates technology-based business solutions that allow clients to use the latest technologies to run their businesses more efficiently and securely while avoiding the common pitfalls of managing technology. We add value to client relationships by acting as a resource to maximize clients' IT investments and enable them to concentrate on core competencies and strategic initiatives.

Mercadien Technologies offers market leading technology and business solutions in the following three areas:

**Network & Infrastructure Solutions (NIS)**

Our team of engineers, certified in the latest technologies including Microsoft, Novell, Citrix, Cisco and Compaq, specialize in small to medium enterprise clients. Mercadien offers consulting services including solutions for Security, Wireless, Storage, and Business Continuity for all or part of the operational requirements of a firm's IT department. Management Services include infrastructure planning, design, procurement, implementation and refreshment.

**Security Solutions (Secure IT)**

Cyber attacks are increasing in frequency and intensity every day. The bottom-line costs to organizations can be enormous. Many technology executives admit security worries have often delayed their deployment of much needed technologies. Most IT departments are already stretched for resources. Time has become an organization's most valuable and threatened asset. Next-generation network security solutions should reduce the amount of time and hardware it takes to mount an effective enterprise-wide defense against internal and external threats. Mercadien Technologies offers best practice solutions to protect your organization against the most common security threats to your technology.

**Software Solutions**

Mercadien Technologies has the unique advantage of understanding the importance of software technology and efficient business workflow and how they must work together to provide the information and analysis needed by all levels of management. In today's world, the relationship between technology and business is vital to the effective operations of every organization. Our software consultants specialize in working with nonprofit organizations and governmental entities and their unique requirements. As part of our work, we provide business-critical application assessments, review the coordination of workflow processes and software applications and perform project management for software implementation and training.



Mercadien Asset Management provides personal and business financial planning to assist clients in reaching their wealth objectives. To this end, we offer experienced counsel on retirement strategy as well as estate, gift and tax planning. We work to help you attain your personal financial objectives through our integrated approach to wealth management.

We believe that one of the most important factors in successful financial management is asset allocation. Our first step with a client is to identify logical portfolios for each of the client's goals based on purpose, time and taxation. When we manage portfolios, we use strategies designed to exceed appropriate benchmarks on an after-tax, after-fee basis.

We pride ourselves on a high level of client service. We continually analyze your complete financial picture, compared to recognized benchmarks, and make proactive adjustments as market situations dictate. This provides our clients the piece of mind that professional advisors are looking out for their financial best interest at all times.

Mercadien Asset Management offers:

**Investment Advisory Services**

- IRAs, Roth IRAs, 401(k) Accounts
- Retirement Plans
- Endowment Funds
- Trusts
- Personal Portfolios

**Financial Planning Services**

- Retirement Planning
- Investment Strategy and Monitoring
- Estate and Gift Planning
- Tax Planning

Working hand in hand with Mercadien Securities, a member of the NASD and SIPC, we can also offer our clients a full compliment of brokerage services with the expertise and facilities to execute stock, bond and other securities trades on all of the major exchanges. Mercadien Securities also offers a wide array of products, such as, preferred issues, CD and fixed income products, and access to extensive equity and bond research.



Mercadien Outsourcing delivers expert “back office” support to organizations so they can focus on their core competencies. We provide the personnel that allows clients to leverage our expertise to shed non-core, under-resourced or inefficient activities, processes or departments.

Working with an understanding of our clients’ business objectives, Mercadien Outsourcing will help determine the feasibility and return on investment of an outsourcing arrangement. Once a detailed strategy has been developed, Mercadien places the right personnel within the organization. Alternatively, we can outsource discrete business functions such as bookkeeping to our premises, maximizing efficiency and utilization of client resources. Mercadien professionals serve a wide spectrum of industries and professions for those organizations that make the decision to outsource.

Mercadien Outsourcing provides solutions including:

- Processing financial daily transactions
- General ledger, data entry and reconciliation
- Accounts payable and receivable transaction processing
- Preparation of compiled financial statements
- Audit preparation services including schedules
- Payroll and benefits administration
- Bank reconciliations
- Cost allocations
- Annual budget and cash flow preparation
- Monitoring and reporting
- Product costing and pricing
- Staff training, monitoring and supervision
- Human resources management
- Chief Financial Officer services

