



Eric S. Degen, CPA Titan Accountancy, LLC

discover the advantages of excellence

www.degencpa-titan.com

Accounting Isn't A Science; It's An Art.

At Eric S. Degen, CPA Titan Accountancy, LLC, we know you deserve more than just someone who's good with numbers. Expert accounting takes imagination and skill. We take pride in our creative approach to problem solving. By maintaining a proactive role in your finances, we can help you anticipate events and identify the differences between an opportunity and a pitfall.

We Strive For Your Trust.

We strive to become an integral part of your circle as a trusted advisor, confidant, and friend. Our clients choose us for our technical expertise and specialized knowledge. They stay with us because we serve as their partners, achieving their financial goals.

Providing Value And Knowledge Are Key.

Our firm is dedicated to providing you with unparalleled value and knowledge. Value comes in planning for your future, not just reporting on the past. We will help you look ahead to find the opportunities available in an ever-changing environment. When it comes to our professional services, a core principle is to provide the comprehensive knowledge and experience of our firm, and to do so in a way that also empowers you as you move forward.



About

OUR FIRM



Eric S. Degen, CPA Titan Accountancy, LLC is the accounting arm of Titan Business Development Group, LLC (www.TitanBDG.com) and serves both Individual and business clientele.

Titan Business Development Group specializes in business coaching and consulting and has been providing tax and accounting services under its name since inception. The accounting arm was subsequently branded as Eric S. Degen Titan Accountancy to highlight our accounting services and the fact that, in addition to businesses, we proudly service Individuals as well.

The Firm is located in Flanders, New Jersey and serves clientele across the country, as technology provides the means to eliminate geographic boundaries, such as through the use of video conferencing, bank-grade encrypted client portals for the exchange of documents, and e-signature capabilities.

Genuine care and concern for our clients is deeply rooted in our philosophy. The excellent client service, responsiveness, and personal attention we give to each and every client are evidence of this commitment.

The Firm's Principal, Eric Degen, CPA, CGMA, CEPa, LPBC, CMEC is a Certified Public Accountant, Chartered Global Management Accountant, Certified Exit Planning Advisor, Licensed Professional Business Coach and a Certified Mastermind Executive Coach and his work has been published by the Financial Executives Institute. A Summa Cum Laude graduate of Centenary College in Hackettstown, New Jersey, Eric was also the recipient of the Seay Honors Trophy, the College's highest accolade.

ACCOUNTING SOLUTIONS

When you work with Eric S. Degen, CPA Titan Accountancy, LLC, you get more than just an accountant – you get a trusted business advisor.

Utilizing an extensive knowledge base of financial and business services, we work with your financial (and non-financial details) to make big-picture recommendations. For your day-to-day operations, we offer services like accurate bookkeeping and general ledger review, helping you maintain meaningful financial and operational information, and perform activities such as internal control assessments to protect your business from within. For broader decisions affecting your business' future, we can assist you with planning for your cash flow and financing needs and estimating costs through budgeting and forecasting.

Our clients include individuals, partnerships, not-for-profit entities, small businesses, and larger organization, from startups to more established entities, across a variety of industries. We strive to keep your business ahead of the game by acknowledging the unique situations surrounding each business and by being mindful of the competitive and economic trends that directly impact your business.

Our accounting services include, but are not limited to:

- Bookkeeping (monthly, quarterly, or annual)
- General Ledger maintenance and preparation
- Financial statement generation and analysis
- Reconciliations
- Accounting system setup and support
- Accounting assistance and training
- Financial budgeting and forecasting
- Cash flow management
- Cost-containment
- Controller services
- Financial Analysis
- Metrics development
- Sales and Use Tax filing assistance
- Tax planning
- Personal financial statements

INDIVIDUAL AND BUSINESS TAX PREPARATION AND TAX PLANNING

We provide exceptional compliance and planning assistance. Tax services include planning and projections, tax preparation and client advocacy during examinations or collection procedures.

What is Tax Preparation?

Tax preparation is the process of preparing and filing a Tax Return. Generally, it is a one-time event that culminates in signing your Return and finding out whether you owe the IRS money or will be receiving a refund.

For most individuals, tax preparation involves one or two trips to your accountant (preferably a CPA), generally around tax time (i.e., between January and April), to hand over any financial documents necessary to prepare your Tax Returns and then to sign them. We can also handle these visits via video conferencing, an online portal for the exchange of documents, and electronic signature capabilities. You can count on our authenticity, confidentiality, experience, dependability, and proactive nature.

What is Tax Planning?

Tax planning is a strategic year-round process (as opposed to a seasonal event), typically performed by a CPA and accounting firm with in-depth experience and knowledge of tax law and is a separate service from tax preparation. We help our clients align their financial goals with efficient tax planning. Both individuals and business owners can and should take advantage of tax planning services.

If you are in need of tax preparation or are ready to learn more about strategies you can use to reduce your tax bill next year, help is just a phone call away.

BUSINESS ADVISORY SERVICES



Our trusted Advisors provide actionable clarity, not just spreadsheets.

Whether your business is in growth mode, looking for an exit, is experiencing difficult challenges or is searching for funding, Eric S. Degen, CPA Titan Accountancy can be the key in leading or supporting your efforts through:

- Identifying areas that need attention and improvement
- Analyzing Key Ratios
- Developing advanced financial reporting including key performance indicators that track business goals and objectives
- Developing strategies and comprehensive business plans
- Measuring the success of strategies and improvement efforts
- Providing recommendations for improved gross margins, profit, operational efficiency and leveraging use of assets
- Implementing readiness and coordination for a potential business exit.
- Outsourced CFO services
- Business Plan development
- Being a trusted partner to listen and offer sound advice to help you reach your business goals



Delivering Experienced Financial Management at a Fraction of the Cost of a Full Time CFO

Most businesses share some similar goals that include turning a profit, generating cash and increasing company value, binding operational performance to company metrics and developing effective strategies designed to help the company grow. Enter the CFO (Chief Financial Officer)



At one time, it was mainly larger corporations that used dedicated CFO's. Today, particularly as a benefit of technology, much smaller companies regularly seek to use these services as well. However, not all businesses can afford to directly hire the professional expertise they need. That is why many businesses today are turning to outsourced/virtual CFO services as a cost-effective way to procure professional financial management services.



Eric S. Degen, CPA Titan Accountancy, LLC's outsourced/virtual CFO service provides significant value to business owners of all sizes by delivering experienced financial management at a fraction of the cost of a full time CFO, on an ongoing part-time, temporary, or project-based basis.



You can be certain that Eric S. Degen, CPA Titan Accountancy, LLC will work alongside you, the business owner, your management team and other key advisors, rolling up their sleeves and taking a dedicated hands-on, custom approach to your engagement.

BUSINESS EXIT PLANNING



Your relationship to your business has a life cycle and as a business owner, you must face one inescapable fact: at some point in time, you will cease to be the owner – either by choice or by force of circumstance. The crucial question is whether the process will be on your terms and leave you wealthy and satisfied or disappointed and regretful. Whether that transition is successful is up to you and we can help you unlock the wealth trapped in your business prior to your imminent exit and create a future and legacy that you deserve, maximizing the value of your most significant asset, harvesting those riches.

What is an Exit Plan?

An Exit Plan is a comprehensive road map that helps business owners successfully exit a privately held business. An Exit Plan asks and answers all the critical questions that you must consider when exiting your company. It covers all the personal, financial, legal, tax and estate planning areas related to the exit. It also helps you consider various exit options, evaluate the pros and cons of each option, and helps select the right one for you.

Consider these EPI State of Owner Readiness Survey Results:

- Only roughly 70%–80% of private business even culminate in a successful transfer/sale!
 - Around 75% of exited owners feel remorse over their exit within the first year.
 - 2/3rds of owners are not familiar with all their exit options
 - 78% have no formal transition team; 83% have no written transition plan
 - 56% felt they had a good idea of what their business is worth – yet only 18% have had a formal valuation in the last two years

When to make an Exit Plan?

All business owners should have an Exit Plan. It is no coincidence that venture capitalists always ask entrepreneurs about their exit strategy before considering an investment. If you do not have an Exit Plan, it is probably time to start thinking about one. Ideally, you should formalize an exit plan at least 3 to 5 years before your actual exit. This generally leaves enough time to substantially further build the value of your business, especially if is not yet at the desired value level. We can show you which activities contribute harvestable business value beyond what is based on revenue numbers. (HINT: this can be about another 80% of the sales value!)

NQDCP / KEYSOP RECORDKEEPING & REPORTING

(Nonqualified Deferred Compensation Plans / Key Employee Share Option Plans)

Are you getting everything you need from your third party administrator?

Recent changes in federal tax legislation have increased the complexity of recordkeeping and reporting requirements for Nonqualified Deferred Compensation Plans and the cost of noncompliance is significant. As a Plan sponsor, you want to know that your Plan is well tended.

We offer complete, flexible, cost-effective solutions with a personal touch.

We have worked with a great number of KEYSOP (KESOP) and other NQDC Plans of various sizes and complexities. As a respected provider of TPA services, we combine experience with technology to bring state-of-the-art plan administration to our clients.

State-of-the-Art Reporting System

Our proprietary Reporting System is designed to respond quickly to your needs and new reporting requirements. Concise, customized, easy-to-read statements outline all activity, elections, and valuations at a glance. Secure online access to Statements of Activity is offered to Plan sponsors and participants.

Cost Savings

Our solutions eliminate the need for in-house recordkeeping. Not only do you realize administrative cost savings, but also eliminate human error associated with redundant activities and manual entry.

Personal Attention

By working closely with you, your legal counsel, trustees, brokerage firms and other advisors, we ensure that your Plan suits your needs and remains compliant with current regulations. Regardless of the size of your Plan, we provide prompt, dedicated and efficient attention to all matters at hand. Personal service and systems flexibility let us adapt quickly to meet the needs of your specific Plan or Arrangement.

KEYSOP™ (KESOP) Specialists
NQDCP's
Recordkeeping
Purchase and Grant
Translations
Option and Deferral Agreements
Customizable Statements/Reports

Exercise/Payout Calculation
Trade Directives
Earnings Allocations
Distribution Assistance
Reconciliations
Substitutions and Restatements
Online Access to Valuation Statements

Business and Executive COACHING

A Business Coach is an expert in various areas and processes of small and medium size businesses. He or she is a professional who studies what makes a business owner successful. In practice, a coach takes the time to understand the owner's business completely and provides systematic development strategies that help the owner reach his or her goals. A Business Coach works to develop the whole business on a continuous basis, in contrast to a consulting engagement where expertise is typically focused on a specific stand-alone issue. A good Business Coach is a skilled mentor in the development of areas such as leadership skills, marketing systems, sales training systems, development of customer service systems, human resources, and financial analysis.

Business Coaches, like athletic coaches, know the rules and the structure of the game very well and carefully observe how the game is being played. From this informed and experienced position, Business Coaches then work with owners toward steady, sustainable improvement. As an external advisor, the coach will offer a much needed outside perspective, challenge your abilities and provide the discipline and skills necessary to do the difficult work of systemizing the business for sustainable improved performance!

Executive Coaches: Organizations frequently engage our corporate executive coaching services to fast-track high potential people in preparation for executive position placement. Corporate executive coaching improves organizational alignment and function by working with key individuals, teams and tier levels.

The executive coaching processes integrates the development of attitudes, skills, goal planning and achievement into a powerful process that results in a more effective harnessing of the potential which already exists in organizations and their people. The process is transformational in that it focuses on long term development and sustainable future result outcomes.

Visit Titan's coaching arm at: www.TitanBDG.com to learn more.





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let's get in touch

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