



The CPA Exchange, Inc.  
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### How we Find Leading Companies their Audit & CPA Firms

Thousand of  **CFOs** and financial executives have contacted **The CPA Exchange** because their companies are not receiving an acceptable level of professional services for the amount of fees they incur. It is unlikely that staying with the same  **CPA Firm** or  **Audit Firm** will change this common market condition.

As well, companies that receive an acceptable level of professional service from their  **CPA Firm** or  **Audit Firm** may need a “new or different” firm for several reasons, including: industry specialization; the need to use a larger, more resourceful  **CPA Firm** or  **Audit Firm**; cultural differences between the company and their  **CPA Firm** or  **Audit Firm**; or the need to use additional  **CPA Firm** or  **Audit Firm** for various initiatives within the company.

**The CPA Exchange** uses its professional experience, knowledge and implements marketing programs in order to identify companies that are seeking a “new or different”  **CPA Firm** or  **Audit Firm**. These services are **non-obligatory** and **no charge services** to companies seeking to change  **CPA Firms** or  **Audit Firms**. As well, we manage the  **RFP Process**, at no charge. **We have strategic relationships with the Top 100 Audit & CPA Firms in the U.S. specifically to present to them your company’s public accounting service opportunities.**

### General Procedures

- Our business is to provide no charge consulting services to companies in order to gain an understanding of the public accounting & audit services they are currently receiving
- We then identify those companies that are seeking “new or different” CPA or Audit Services
- After assessing the client’s specific requirements, we determine which CPA Firms and Audit Firms are most qualified to handle your engagement; and we consult with the partners at those firms to gauge their interest in your professional services opportunity
- We introduce the partners to the company and they proceed in the normal course of business
- The CPA Exchange will stay involved for as long as either party desires until the transition is complete, at no charge to the company