

# How to Choose a CPA Firm

<b>Does your CPA firm have McDonald's Training and Experience?</b>		
<b>Specialized McDonald's Service</b>	<b>Yes</b> CPA has service	<b>No</b> CPA does not have service
<b>Recurring Accounting and Transactional Service</b>		
Back office and cash management		
Accounts payable processing		
Payroll processing		
Can make cash transfers and verify deposits		
Remote access to your accounts		
<b>Financial Performance Diagnosis</b>		
Can evaluate your financials to local and national norms		
Internal controls for cash, sales, purchases and payroll		
Financial ratios and trends analysis		
Store and entity valuations		
<b>Financial Performance Diagnosis</b>		
Can analyze rebuild and relocation decisions		
Experienced in analyzing new store opportunities		
Experienced in purchase and sale transactions		
Provides second-generation tax and financial planning		
Can analyze rent "buy down" decisions		
Experienced in Management Corporation design		
Financing/Refinancing analysis		
Entity selection and analysis to minimize taxes		
Assist you with your McDonald's business plans		
<b>Tax Consulting and Compliance</b>		
Keeps you informed on emerging tax legislation		
Cost segregation studies to minimize taxes		
Developing and administering employee benefits plans		
Planning for tax credits		
Minimizing Alternative Minimum Tax (AMT)		
<b>Retirement and Succession Planning</b>		
Various trust strategies		
Estate and gift planning and compliance		
Retirement and deferred compensation planning		
<b>Personal and Family Finance</b>		
Financial planning		
Wealth management and investment advice		



<b>Technology</b>	<b>Yes</b>	<b>No</b>
Technology planning and implementation		
Computer software selection		
Utilizes technology to work with other service providers		
Utilizes technology to gather financial data		
Ability to poll stores nightly to gather financial data		
<b>Training and Staff</b>		
Requires minimum McDonald's training for all staff		
The CPA attends McDonald's-specific training		
McDonald's experienced people in all areas		
The CPA has a succession plan		
<b>McDonald's Experience</b>		
Does the CPA currently work with 35 or more owner/operators?		
How many McDonald's restaurant valuations does the CPA perform annually?		
How many purchase/sale transactions of McDonald's restaurants has the CPA handled during the past year?		

