



# How to Choose An Accounting Firm

Marcum & Kliegman LLP | Certified Public Accountants & Consultants | Literary Services Group<sup>SM</sup>



Robert M. Pesce, CPA

FOR MANY LITERARY AGENTS, attending to day-to-day financial responsibilities can seem like a burden and managing the tax reporting requirements for income from different countries can be just plain confusing. That's why choosing the right accounting firm- one with experience working with agents- can be one of the most important business decisions you will ever make.

**Industry Expertise.** Firms that cater to literary agents, writers and entertainers can provide assistance with Forms 1099, 1042 and W-8 BEN reporting as well as foreign tax certification. Additionally, they can provide quality personal business management services, including collection and depositing of income, bill paying, cash flow management, investment monitoring, and estate and retirement planning. Accountants can also help you develop the "big picture" about your finances with monthly or annual budgeting and strategic tax planning.

But how do you find the right firm? Start by getting recommendations from people you respect. The best reference is a satisfied client- preferably a literary agent or writer. Next, look for the following qualities as you shop for an accounting firm to handle your personal business management:

**Insightful and Proactive.** You will want to find a firm that will help you recognize opportunities and guide you in seizing them. Checking references is a great way to learn if the firm you are considering has proven itself to be insightful and proactive.

**Technical expertise.** As your firm develops, chances are that your income and tax reporting are becoming increasingly complex. When looking for an accounting firm, you will want to examine how deep the firm's pool of resources is. For instance, find out if there is one tax

preparer or a whole department of tax professionals who understand the literary and entertainment business. A firm that is knowledgeable about your field is best equipped to help you recognize opportunities and interpret economic trends.



**Personal Service and Responsiveness.** When you hire an accounting firm, remember that it works for you. You should be able to reach a partner, manager or professional who is familiar with your business whenever you face a problem or opportunity, or have a question that needs answering. When you are searching for a firm, you can get a good sense about its responsiveness by how quickly the partners and professionals return your calls and how thoroughly they answer your questions.

**Extensive Resources.** The literary and entertainment field is among the most global. Make sure the accounting firm you choose is knowledgeable about and has experience with international taxation and reporting issues. A good indicator that the firm has access to current international taxation information is whether or not it belongs to an international association of accounting firms and/or has foreign affiliates.

Like all relationships, the one you have with your accounting firm should be based on trust, understanding, and communication. You must also feel confident about the firm's ability to provide solid, up-to-date financial and business advice. Choosing an accounting firm can be a lengthy process. But the proper research can help you make the best decision for your financial future, career, and peace of mind.

*Robert M. Pesce Jr. is a Partner at Marcum & Kliegman LLP's Literary Services Group. He specializes in providing accounting and consulting services to authors, literary agents and publishers. For more information, please contact Robert at Marcum & Kliegman LLP's New York City office at 212-981-3016 or rpesce@mkllp.com.*

Robert M. Pesce, Jr. CPA  
Partner, Literary Services  
Direct Dial 212-981-3016  
Email rpesce@mkllp.com

New York  
Tel (212) 981-3000  
Fax (212) 981-3001  
655 Third Ave., 16th fl.  
New York, NY 10017

Long Island  
Tel (516) 390-1000  
Fax (516) 390-1001  
130 Crossways Park Drive  
Woodbury, NY 11797

Connecticut  
Tel (203) 861-9700  
115 E. Putnam Ave.  
Greenwich, CT 06830

Email: literary@mkllp.com

Web: www.mkllp.com