

AMERICA COUNTS ON

CPAs

BDM = BUSINESS DECISION-MAKER

88%

of BDMs respect CPAs as valuable assets to their organizations.



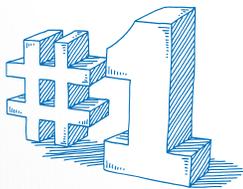
84% of BDMs are **MORE CONFIDENT** in a job done by a **CPA** than an accountant who is not a CPA.



Nearly **70%** of BDMs rely on CPAs for their **EXCEPTIONAL** competence.



More than **two-thirds** of BDMs equate CPAs with **INTEGRITY**.



BDMs rank CPAs as their most **TRUSTED** adviser, the highest of all finance professionals.



BDMs VALUE CPAs
15%
MORE THAN MBAs WITHIN THEIR ORGANIZATION.



More than **HALF** of BDMs regard CPAs as objective financial **EXPERTS**.