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20 YEARS OF
FIRST-CLASS SERVICE AND
TRUSTED ADVICE

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By Heather Navarra, *The Write Type*



For over 20 years, Sidler has been providing professional services under two distinct and essential umbrellas: accounting and information technology. It's clear that clients are thrilled with their results: 90 percent of the company's business now comes from repeat and referred business, a significant accomplishment for any organization.

Founded in 1987 by John Sidler (now retired) and Richard Clarke, six Client Service Partners now form the team that is leading this company to success: Richard Clarke, business process specialist; Annette Silva, Canadian tax; Jason O'Halloran, assurance and U.S. taxation; Curtis Link, assurance and finance; and Kalin McDonald,

assurance, human resources and business development. Greg Koniecek is President of Sidler Ltd., and leads the IT service team.

All of the partners are specialists in their field and have achieved top industry credentials. Each brings their own strengths to the team and each operates with full autonomy.

One of the largest single office Chartered Accounting (CA) firms in Mississauga, Sidler & Company LLP serves clients from their corporate headquarters on Millcreek Drive. Their 30 team members include chartered accountants, chartered business valuers, certified financial planners and trust and estate practitioners. The firm

provides traditional accounting, assurance and tax services, including tax preparation, advisory services, business valuation and estate planning.

Sidler Ltd. the second umbrella, provides Information Technology and systems expertise to their diverse client base. All 30 IT team members are Microsoft-certified product specialists, and Microsoft-certified small business specialists, who provide customized software solutions that are innovative and technically advanced, allowing companies to implement automated and streamlined revenue solutions.

In 2006, Sidler won the Microsoft Business

Solutions Outstanding Partner of the Year for Canada award at the Microsoft Worldwide Partner Program Awards. The company was selected from an international field of top Microsoft partners as delivering market-leading customer solutions. Winners were chosen from more than 1,800 entrants worldwide. The MBS Award recognizes unique skill, expertise and business acumen. Sidler won this award by providing and delivering solutions that differentiate them from their competitors. This award winning team may be one of Sidler's best kept secrets and integrates innovative solutions that drive efficiency, safety and profitability for a growing list of impressive clients.

Sidler's client list includes many successful privately held enterprises in diverse sectors from individuals who count on sound advice for financial and estate planning, to international companies with multi-million dollar revenues. Clients draw on a variety of services that include audit, assurance, preparation of financial statements, tax planning, succession planning, strategic planning, compliance reviews, identifying opportunities for profit enhancement and other special assignments for shareholders, banks and potential investors.

"We enjoy great personal satisfaction as we see our clients' businesses expand and grow," says Client Service Partner Kalin McDonald. "We integrate our clients' business objectives with their personal financial goals. One of our goals is to assist in building and protecting clients' net worth for the benefit of their families" and long term business objectives.

Sidler's unique and broad set of services

help clients optimize profitability and improve cash flow, allowing them to focus on managing and growing their business. Assistance to start-up businesses includes budgeting, cash flow projections, reviewing financing alternatives, raising capital, remuneration planning and creditor proofing.

The firm delivers services through a first-class Client Service Team. "We have some of the best professional team members working with us," raves Client Service Partner Jason O'Halloran. "They go the extra mile. They work tirelessly, to ensure clients are well looked after. We work on client engagements as a team, recognizing everyone's strengths, listening to each other, respecting each team member's point of view, and working together to meet client goals and objectives." The company's positive atmosphere makes it a fun place to work.

Sidler Ltd.'s IT professionals are trained and certified for complex technical environments, and can perform system audits to identify potential risk areas. Sidler's talented team can lead and assist management to provide improved



effectiveness and operational efficiency. The company has a long list of delighted clients in manufacturing, distribution and financial service industries who have implemented

sophisticated IT solutions on time and on budget, with customized software solutions that include security and hardware as well as website development with full e-commerce solutions. Based on proven technologies and supported by a team of expert programmers, developers, implementers, trainers and project managers, Sidler takes responsibility for every aspect of the customized solution and is supported by priority access to Microsoft certified systems engineers, thanks to their Microsoft Gold Partner status. The results ensure a quality and cost-effective project where clients earn an above-average return on their investment.

Sidler's focus is their strong commitment to each client. Honest, fair, dependable and knowledgeable, the approach that Sidler employees take to customer service is highly valued by clients. "We understand our clients' needs and we work hard to exceed their expectations. We strive to make it easy to do business with us. We treat clients with courtesy, respect and compassion, and we honour our commitments."

Sidler provides a full range of personalized services, complete with objective financial and technological advice that is tailored to meet each client's unique financial goals and objectives. Ongoing professional development ensures team members have superior expertise, leading to strategic thinking, business insight and leadership.

All of this spells first class service. "We respond to our client's request quickly and comprehensively" shares Kalin. First class service after comes down to response time and we manage our priorities according to the priorities of our clients. "That caring philosophy has resulted in client loyalty: many have been

with the company since its inception. Confidentiality is also a key component of service, as clients often share a significant amount of personal information. The result of Sidler's professionalism and exceptional service is a high level of client trust.

There's no doubt the company's growth and recognition in the industry is a credit to their strong team members. "Our strategic commitment to attract, recruit and retain hard-working, talented and self-managing employees has enabled us to grow, plan and execute engagements consistently," says Kalin.

With such a high rate of repeat business and 90% of new business coming through referrals, Sidler has minimal marketing requirements. They currently advertise monthly in the Mississauga Business Times, and recently developed an updated brochure for the benefit of prospective clients.

Recognizing the importance of giving back to the community, the company recently held their 11th Annual Charity Golf Tournament for the Credit Valley Hospital

Foundation and has raised over \$290,000 since its inception in 1997. The company also sponsors a volunteer tax clinic to assist low-income families. Many staff also hold offices and directorships in not-for-profit associations, political riding associations and charities.

The company's strategic goals include becoming the largest single office CA firm in Mississauga, and achieving recognition as leaders in the fields of accounting and IT by clients and professional contacts. The firm continues to maintain strong relationships within the community, with financial institutions, legal firms and investment advisors, while sharing their intellectual capital with clients. Finally, the firm strives to continue to be recognized as an enriching and supportive place to work, with a team of professionals thriving in a strong and vibrant culture.

The firm and its employees are committed to self-improvement. "Our goal is to continuously progress," says Kalin. "Our focus on education ensures knowledgeable engagement teams that can identify

opportunities to maximize profitability for our clients. We deliver first-class client service by being accessible, innovative, creative and thoughtful. We strive to uphold the highest professional standards."

With its 20-year reputation for excellence and trusted advice, it's clear that Sidler will continue to lead the way to success, both for themselves and their clients.

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~ **SIDLER LTD.**

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