

## SingerLewak

### I. Introduction about SingerLewak

- Regional accounting firm: 35 partners, 300 employees, 7 offices
- Customers: privately held, non-profit (middle market)

### II. The differences in working at Big Four and smaller firms

Big Four	Smaller Firms
<ul style="list-style-type: none"> <li>- First few years: More specialized in certain industries</li> <li>- At senior levels and beyond: Having opportunities to deal with more complex, unique transactions in the industry At Big Four, new hire in tax is put into different group specialty</li> <li>- More work-hours</li> <li>- Worldwide brand recognition</li> <li>- More specialized, quicker advancement</li> </ul>	<ul style="list-style-type: none"> <li>- First few years: More experiences in many industries and aspects of the job</li> <li>- At senior or manager level: specializing in different industries</li> <li>- Less work-hours, more work-life balanced</li> <li>- Regional recognition</li> </ul>

### III. Making decision for your career choice

- Learn from the firms as much as possible
- Know your career goal and aspiration (technical aspiration, level of travel, ...)
- Ask critical questions to differentiate the firms: policy to retain people, number of people promoted internally, turnover, ...
  - o Seniors: 3-5 years
  - o Marketing of accounting firms: word-of-mouth, referrals (networking with service provide businesses, training program for other businesses), articles published in accounting journal (tax journal, AICPA)
  - o The experiences for tax and audit
    - Tax: simple return → complex return → review → meeting: learn by noticing
    - Audit: cash → A/P (concept → planning → internal control → wrap up), business risks, planning, strategic planning
    - Being managers: higher responsibility in marketing the firms and satisfying the customers
  - o SingerLewak's differences:
    - Being honest
    - Having diverse workforce with a number of female directors
    - Investing in the employees (retain employees even during recession)