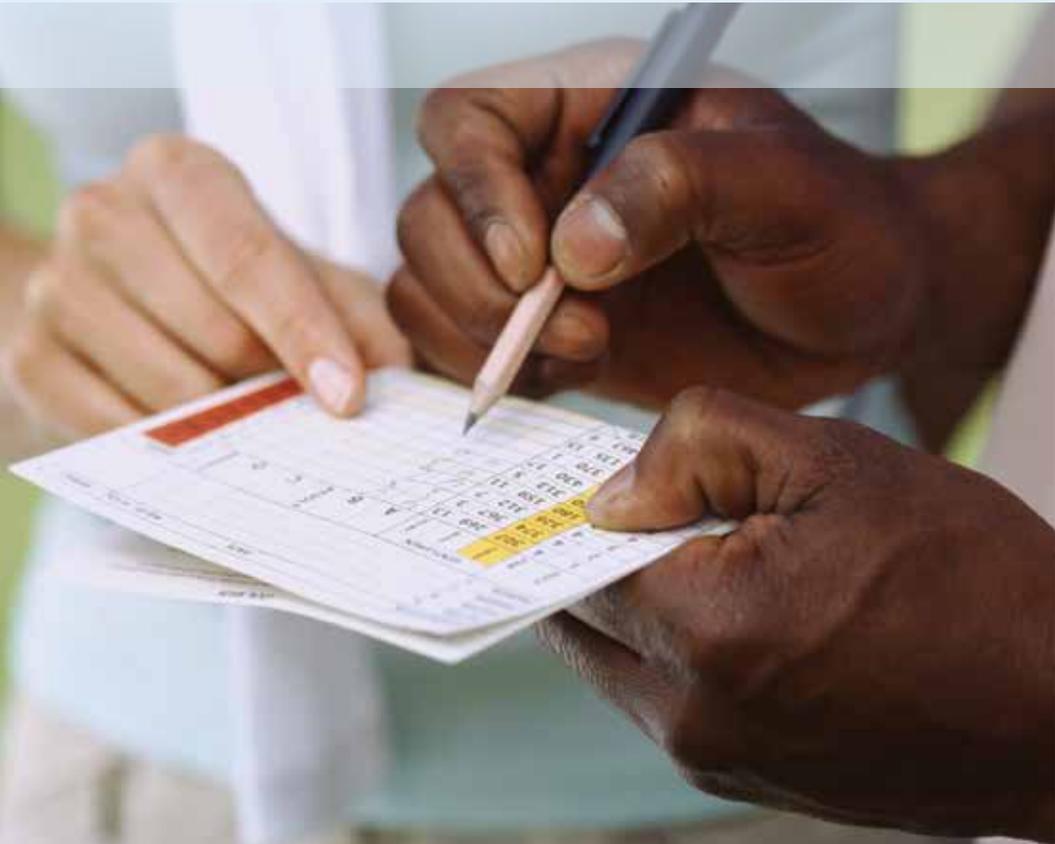


Serving ENTREPRENEURS and SMALL BUSINESSES

When you need
more than just
a scorekeeper.



EXPERIENCE

Our team has decades of experience working exclusively with small business clients and entrepreneurs. This experience prepares us to serve as trusted advisors for clients in various stages of growth and development.

FLEXIBILITY

Clients of all shapes and sizes rely on KraftCPAs for customized solutions to meet their business and personal tax and accounting needs. With individualized service plans, we work to meet your needs and your budget.

PASSION

Our team members choose to focus on the small business niche. We love the personal relationships we enjoy with our clients. We're passionate about making a difference in their businesses and helping them achieve their goals.



DEVELOP A PLAN TO KEEP YOUR BUSINESS ON COURSE

*Owning a small business is rarely all “fun and games,”
but sometimes it’s harder than it needs to be.*

“Working with KraftCPAs is always a pleasure. They love what they do, and it shows. Smart and happy is hard to beat.”

James Granberry

OakPoint Real Estate

When you dreamed of owning your own business, you had a lifestyle in mind. And it probably didn’t involve debits, credits, payroll and taxes. No doubt, accounting and tax work can take the fun out of owning a business. Plus, these time-consuming activities can distract owners from core business functions like product development, sales and customer service.

While you keep your eye on the ball, someone has to keep an eye on the numbers. Outsourcing is the smart and cost-effective way to get top quality accounting and tax work without adding employees to the payroll.

KraftCPAs can help.

Like many CPA firms, KraftCPAs is great at “tallying the score,” but we do much more. Our goal is not only to keep you out of trouble with the IRS, but to help you achieve your business and personal financial goals, so you can do the things you love and enjoy owning a business.

Since 1958, we’ve been helping entrepreneurs and established business owners in the creation and preservation of business value and personal wealth. Unlike most firms of our size, KraftCPAs has a professional staff that is devoted to small businesses — those companies that are owner-operated — whether they are start-ups with big plans for the future or mature businesses that provide the autonomy and lifestyle that many small business owners desire. We serve both types of entrepreneurs — those who plan to operate their business for life and others who plan to grow rapidly and monetize their investment.

How much we do is up to you.

Clients of all shapes and sizes, from sole proprietors to multi-million dollar businesses, rely on our entrepreneurial services team for accounting, tax and business advice. No cookie-cutter approach here! We develop an individualized service plan that meets each client’s needs and budget.



(left to right): James Granberry, OakPoint Real Estate;
Justin Albright, OakPoint Real Estate;
Jerry Moss, KraftCPAs; Amy Thompson, KraftCPAs

MAKE KRAFT PART OF YOUR TEAM

Accounting and Tax Services

- » Maintain accounts payable
- » Maintain general ledger and journals
- » Prepare budgets, cash projections and forecasts
- » Assist with loan applications and negotiations
- » Adjust and close the books
- » Train or assist your internal staff with accounting procedures and software
- » Establish accounting policies and procedures
- » Prepare individual and business tax returns (federal, state, city and payroll)
- » Advise on business planning and management matters
- » Provide interim/contract controller
- » Compile, review, or audit financial statements
- » Assist with accounting software selection, implementation, training and support

"We've had great experience with the folks at Kraft! Their careful consideration of our accounting needs is outstanding, and their concern for us as individuals as well as our business makes us grateful that they are friends as well as our CPAs!"

Kacky Fell

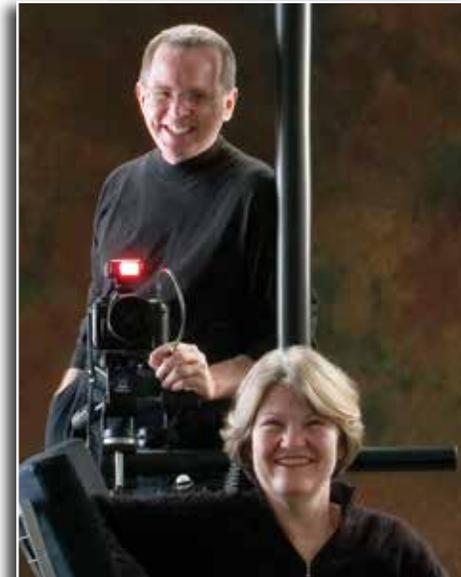
Hatcher & Fell Photography

QuickBooks ProAdvisors and Advanced ProAdvisors



You may already be using QuickBooks to complete various tasks such as entering sales receipts, tracking expenses, preparing/sending invoices, and preparation of basic financial statements and reports. But are you maximizing the use of your QuickBooks software?

Let the KraftCPAs team of QuickBooks ProAdvisors and Advanced ProAdvisors show you how to get the most bang for your buck. KraftCPAs can provide individualized QuickBooks training at your office or ours.



CLIENT VALIDATED SERVICE EXCELLENCE

Results of our most recently conducted third-party survey indicate that personal service is more than a slogan at KraftCPAs; it's the way we do business.

KraftCPAs ranked in the **93rd percentile**, compared to other CPA firms, in the "**overall client satisfaction**" category.

We ranked in the **100th percentile**, setting a new record high, in the "**overall communication**" category.

We also ranked in the **94th percentile** in the "**ease of doing business**" category.

KraftCPAs was selected as one of **The 10 Most Dependable™ Accounting Firms in the Southeast**, a list published in *FORTUNE* magazine and based on research by Goldline Research.

TEAM LEADERS



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About KraftCPAs

Founded in 1958, KraftCPAs is one of Tennessee's largest independent CPA and consulting firms. Our entrepreneurial services group is backed by a Kraft team of more than 190, including seven affiliated companies that offer a wide range of business advisory services.

We love small business!

People who love their work do the best jobs. So while most business owners dislike accounting and tax work, we love it!

KraftCPAs has a team of more than 25 professionals dedicated exclusively to entrepreneurial clients. We love working with entrepreneurs, and it shows in the quality of our work, our proactive client service and creative problem solving. We take our role as "trusted advisor" very seriously. We promise our clients:

exceptional, personal service
quick response to questions/requests
guaranteed delivery dates
highly competent staff
competitive fees
proactive advice
continuity — a team-based approach

We can grow with you!

KraftCPAs has evolved over the decades to help our clients face the challenges presented by growth and to take advantage of business opportunities. Additional services include, but are not limited to:

merger & acquisition assistance
capital formation (debt & equity)
business valuation
technology solutions
external & internal audit
risk assurance & advisory services
wealth management
forensic accounting
litigation support
turnaround & restructuring



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