



About IPAR

Based in the Philadelphia, PA area, IPAR works with small business clients locally and nationally in various industries. Through IPAR's ability to quickly identify opportunities and execute solutions with our focus on **Quick Wins**, our clients have reduced business operating expenses by **over 30%** while creating new sales channels that provide immediate revenue growth **of 20% year over year**.

IPAR started with our CEO, Michael Smith possessing the ability to quickly look at financial statements and listen to the stories behind the numbers to help people write the "next chapter" for their organization and professional lives. Through his personal and professional development experiences, the "IPAR" approach was developed. Our team takes **Information** gathered from listening and analyzing and transforms it into a **Planning** outline for **Action** to achieve **Quick Wins** and then follow up to gauge **Results**. This process is what we believe in and our clients' success is what we work for everyday!

As an accounting oriented organization, IPAR believes we need to have a client's "data" in order to help them make better business decisions. Our creative leader, Elizabeth Smith, has a keen insight into simple and highly effective communications that reflect our client's voice. IPAR layers the business insights and marketing tactics together with automation programs that help clients attain **Quick Wins** for long-term success.

IPAR offers four primary areas of services for clients.

1. **Accounting** – IPAR is a *QuickBooks Certified Pro Advisor* and we provide standard bookkeeping services and insightful performance statements which include all key metrics. Our clients can save up to 50% on QuickBooks products.
2. **Analytics** – Here we extend beyond standard financial reporting to include key metrics including Google Analytics, social media and other customer and operations information in addition to reporting dashboards, business planning and recommendations for **Quick Wins**.
3. **Automation** – We look at opportunities such as contact communications solutions and other operational tactics that can provide "low effort/high impact" programs which allow a client to spend less time on routine business tasks while still improving overall cash flow and market performance.
4. **Virtual Business Support** provides clients the opportunity to utilize a combination of our primary services in a comprehensive, year-round program designed to fit the client's needs to attain long-term success.