



Gumbiner Savett Inc.
CPAs and Business Advisors
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Solutions + Perspective

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Mission Statement Makeover

Gumbiner Savett Inc. rolls out enhanced mission, vision, core values

In the spirit of celebrating its 65th anniversary, Gumbiner Savett Inc. unveiled new company mission and vision statements, and core values. After polling staff about the firm's defining characteristics, the partners took the findings and revamped its previous statement.

"As the year continues, the goal is to make these statements—and what they represent—a part of firm culture," said Managing Director Michael Savoy.

The firm chose to roll out the statements and values in January to ring in the New Year, welcome new staff and kick-off the year-long anniversary festivities. The goal of the firm in shaping the new language was to clearly define the purpose of all work provided, while taking into account the overall spirit of the firm and its practitioners.

"The statements speak for themselves as to the importance we place on client service and our staff, said Clare Sataloff, HR Director. "We have already started to incorporate these concepts into our recruiting and marketing materials."

Following are the new Mission and Visions statements and Core Values description:

MISSION: The purpose of our work is to enrich our clients' lives by facilitating the achievement of their financial objectives and providing career fulfillment for our employees.

VISION: We are dedicated to being the preeminent assurance, tax and business advisory firm for growth-oriented businesses, middle market enterprises and high-net worth individuals in Southern California.

CORE VALUES:

A PROACTIVE UNIFIED TEAM - We take the initiative to provide optimal results for you.

A SOLUTIONS-CENTRIC APPROACH TO SERVICE – We assess your needs and understand your unique objectives so that we can deliver the right solution.

A PLEDGE TO PROVIDE MARKET-LEADING SERVICE – We harness collective wisdom, technical experience and advanced resources for you.

A PROMISE OF RELIABILITY AND ACCOUNTABILITY - We are here when you need us and stand behind everything we do.
A COMMITMENT TO CREATING ENDURING PROFESSIONAL RELATIONSHIPS - We will be your life-long advisor and trusted ally.

About Gumbiner Savett Inc.

Gumbiner Savett Inc., is a full-service accounting and consulting firm headquartered in Santa Monica, and ranks among the top 15 largest firms in Los Angeles.

We are dedicated to being the preeminent assurance, tax and business advisory firm for growth oriented businesses, middle market enterprises and high-net worth individuals in Southern California. In addition to traditional private and public company accounting and tax services, we specialize in general business consulting, estate and trust planning, fraud examination studies, litigation support, business services and bookkeeping.

Gumbiner Savett Inc. is an independent member firm of BKR International.

The firm employs over 100 professionals in Southern California. www.gscpa.com

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