

BizSnaps

A Snapshot look at local businesses

Your Name: Bruce H Hamilton **Title:** Owner
Business Name: Hamilton CPA, LLC
Address: 4225 Southwyck Drive, Janesville 53546
Phone: (608) 754-6066
Directions & Business hours: 9:00am - 5:00pm Mon.-Fri., with extended hours during "tax season"

When was the business started? – September 1989

Describe your products / services – Hamilton CPA, LLC is a Certified Public Accounting and Business Consulting Firm, offering a full range of accounting and tax services, including

- Tax Planning & Preparation for Individuals and Businesses
- Bookkeeping
- Compilation and Review of business Financial Statements
- Set-up, installation, assistance and training with QuickBooks® software
- Payroll, payroll tax & payroll filing services
- Payroll and sales tax compliance and filing

What do you do, product, service or philosophy, which differentiates you from your competitors? I give very personalized service to my clients regardless of how big, or how small they may be.

How did you get interested and/or started in this business? I had been in the corporate world for 16 years in increasingly senior positions in accounting and finance, and had grown tired of working for someone else. I decided I could have more fun working for myself.

What kind of training or background do you have? B. Sc. Accounting from Iowa State University, graduate work at both DePaul University and Northern Illinois University, Certified Public Accountant, Certified Management Accountant

What have you learned from this business? That you never stop learning

What are your future plans for your business? To continue to expand the firm and the clients I serve, possibly acquire another firm. Hamilton CPA, LLC will celebrate 20 years' in business in 2009 and are planning a 20 Year Anniversary Celebration

What or who has had the most influence in the way you do business? The Golden Rule. Two professors I had at Iowa State who taught me how to think analytically and creatively. The experiences I had with other CPA firms when I worked in the corporate world

Do you have a favorite saying that applies to your business? You can't save any money after the "deal is done," you have to plan if you want to save on your tax bill. We are "Committed to the Client's Success"

What have been some of the challenges you've faced and how did you work them out? Starting the practice from scratch and developing a client base was a big challenge. Personal attention to client needs and a lot of hard work have paid off. We have relied very heavily on technology to cope with the growth of the business over time. Keeping current with the never ending changes to the tax code, whether it be federal, Wisconsin, another state, and in some cases another country. It requires constant education to stay current.

What do you find most rewarding about this type of work? Knowing that my clients are extremely happy with the service they receive from me and that they are not hesitant to recommend Hamilton CPA to their friends and business associates. I enjoy being able to give very personalized service to my clients regardless of how big, or how small they may be. I also love tax planning, being able to structure a transaction so it will have the minimum tax impact on the client.

What type of customers use your products / services? Hamilton CPA, LLC serves both individual, business clients and non-profit organizations. My clients come primarily from Janesville and other communities in Rock and Walworth County. My client base extends from Janesville east to Milwaukee, north to Sheboygan and back to Madison. I also have clients in other Wisconsin cities, and in the states of Illinois, Ohio, Arizona and Florida. I also have clients who reside in foreign countries!

