



Executive of the Month: Mayer, partner at Mayer CPAs LLP: Strives to help his clients reach their personal and business goals

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The NYREJ recently sat down with Stuart Mayer, a partner at Mayer CPAs LLP, for a question and answer session.

Mayer CPAs is an accounting and business advisory firm with offices in New York City and on Long Island. Mayer CPAs has long specialized in proactive strategies for client growth, working closely with the client to anticipate challenges and opportunities, and advise the optimal scenario to help them achieve their financial goals.

The firm recently moved the New York City office to 499 7th Ave. to a larger and more central location to better serve clients. Following the strategic growth and expansion of the New York City office, the firm has relocated the Long Island office to an enhanced space in Woodbury in May.

Stuart works extensively with the real estate industry, including Common Interest Realty Associations (CIRAs), developers, management companies, rental companies and brokers. His experience in this specialized industry encompasses high-rise office buildings, apartment buildings, shopping centers, as well as performing annual audits, budgets and assistance with financing to cooperatives, condominiums and home owner associations.

Q: How do you identify what services your clients need?

A: Inherent in our service approach are quality and our commitment to bringing value to our clients. We provide management consulting services, which give our clients the ability to more efficiently run their business. We meet with prospective clients, listen to what services they have and discuss other options they might need. These meetings with management typically discuss revenue growth, gross margins, cost cutting and tax savings planning. Mayer CPAs offers a unique advantage by offering the capabilities of a national firm through its independent membership in the BDO Seidman Alliance, while maintaining personal relationships with clients. Our relationship with our clients will always be our first priority and a factor we consider in any decision. We strive to help our clients reach their personal and business goals.

Q: What predictions do you have about the real estate market?

A: The increasing values in commercial and residential real estate have once again made it worthwhile for construction to begin. As we look around there are lots of projects that were in the planning stages in 2008 and now they are becoming a reality. I believe that this will continue and Mayer CPAs will continue to be there to help all real estate firms benefit from our expertise in the industry.

This industry is prone to economic fluctuations, which can cause a strain on planning, operations and cash flow. We understand that developers, brokers, property owners and management companies each have different concerns, and we tailor our approach and strategic planning to reach

those goals. By developing customized planning and analysis to maximize your business success, we leverage our resources by using our proactive management skills to minimize your taxes. We utilize our expertise to help your business stay ahead of the competition, improve operations and reduce overhead. Our knowledgeable and experienced team work to find tax saving solutions, strategies, and opportunities to accelerate growth and maximize profits. Our goal is to develop reports that make sense, not to over complicate.

Q: What business accomplishment are you most proud of?

A: Working with one of my clients to grow sales and increase profitability, eventually leading me to assist in selling part of his business to a private equity firm, was one of my proudest accomplishments. I worked with this client for about eight years and guided him through all phases of growth, becoming an integral part of his team by working with his lawyers and lenders throughout the decision making process. Our firm worked as a direct go-between for my client and the private equity firm, providing the business and accounting support that were essential for this deal. We were never more than a phone call away throughout the entire process.

Q: What is your personal work ethic and how does this affect the company culture?

A: I aim to set an example to the team which exemplifies a high level of professionalism and mentor the staff. The long hours required during tax season entail dedication and commitment. I am involved in organizations such as the Contemporary Credit Club, the Junto Networking Group and New York Banking and Finance (NYBF) networking group. These groups are essential because my involvement allows me to connect with other professionals and stay on top of what is going on in the industry. I make an effort to promote growth by bringing staff to these events with me.

Q: What do you attribute the success of Mayer CPAs to?

A: The firm has grown and been successful largely due to the great lengths we take to maintain the professional growth of our staff and operate with honesty and integrity above all else. Mayer CPAs is built on a foundation of values, including trust, professionalism and a commitment to excellent client service. The proactive services we offer along with traditional tax and accounting compliance needs have greatly impacted the growth of our clients. I believe that this, in combination with our dedication to each client and quick response, are what separates our firm from others.