



Gettry Marcus introduces VRTL team

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Woodbury, NY According to Gettry Marcus CPA, P.C., it has formed the Gettry Marcus VRTL (pronounced Virtual) team. Gettry Marcus VRTL will encompass technology driven services offered to businesses. This team will focus on solving owner challenges by using virtual systems to streamline and automate processes.

The Gettry Marcus VRTL team specializes in providing recordkeeping, controller and CFO services to companies in a multitude of industries including health care, real estate, e-commerce, and professional services. Through the implementation of cloud-based software, use of machine learning and various artificial intelligence tools, Gettry Marcus VRTL can offer owners access to real-time data to help them better manage their businesses.

Aaron Berson, CPA, joins Gettry Marcus as the managing director of Gettry Marcus VRTL. Berson specializes in cloud-based accounting integration, conversion and implementation as well as assists clients with developing financial and growth strategies.

Berson said, "I see VRTL as the future of the accounting profession and found Gettry Marcus to be aligned with this philosophy. Together, we are dedicated to developing innovative, technology-driven systems for our clients in order to enhance the client experience and provide value."

A graduate of Binghamton University, Aaron holds a Bachelor of Science and a Master of Science in Accounting. He is also a 2018 and 2017 honoree of the CPA Practice Advisor "40 Under 40" award, recognizing young leaders who are helping to positively shape the accounting and tax profession. Most recently, he was named one of the Top 50 Cloud Accountants in North America by HubDoc.

"Gettry Marcus is 'Always Looking Deeper'. We have seen an upward trend in our clients' needs for virtual business solutions and we now have the ability to implement them" notes Steven L. Marcus, Managing Partner. "The Gettry Marcus VRTL team, led by Aaron Berson, will continue to build value for our clients and will attract new clients as we begin to showcase our expertise in this technology centric area."

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