



Teddy Selinger of Margolin, Winer & Evens cultivates champions of industry

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Since its founding in 1946, the certified public accounting firm of Margolin, Winer & Evens LLP (MWE) has had a strong real estate industry focus. Sixty-two years later under Teddy Selinger, CPA, its third managing partner, that bond has grown even stronger. What has changed under Selinger's leadership is MWE's broader specializations in other industries and business categories, which also serve the firm's significant real estate client base. In addition to core accounting, auditing and tax planning services, MWE has practice groups led by nationally and internationally-renowned industry specialists covering construction, financial services, manufacturing and distribution, litigation consulting, bankruptcy and business valuations, professional services and healthcare, as well as family business, estate planning and wealth management. Selinger believes cultivating industry champions is one way the firm has honed its competitive edge.

"We've positioned ourselves in various industries and have developed a business model to grow industry champions. These specialists display a higher level of knowledge and depth of understanding in the critical nuances of their particular industry," said Selinger. "This has enabled us to serve our clients in a much more comprehensive way as a complete business advisor - something our clients value and the reason others seek us out."

Within the real estate industry, MWE has a client roster of "Who's Who in New York Real Estate" including leading owner/operators and developers of commercial and residential properties, hotels and retail centers. Many clients have been advised by MWE for multiple generations.

"Whether helping a client with a thorough cost-segregation study or advising them on how to leverage current market conditions and property values using sophisticated estate planning techniques such as restructuring ownership, selling real estate using inter-family rates or self-cancellation notes, it is our goal to always act proactively on behalf of our clients. As a result, they don't think of us solely as professionals who handle their financial statements and tax returns, but as true business advisors who help them build their businesses. We are always striving to enhance our client relationship, so that they feel comfortable in reaching out to us with their goals, concerns and problems, in turn enabling us to serve them as a true trusted advisor."

This client service philosophy is just one of the hallmarks of Selinger's reign as MWE's managing partner. He also places a high value on developing the "next generation" of MWE leaders through professional development, mentoring and motivational programs. Under his tenure, the firm launched a groundbreaking mentoring program as well as the LEAD program. The goals of this "Learn, Earn, Advance and Develop" initiative are to help MWE associates develop fully as professionals, assume a role in new business development and strive to maintain excellent client service. The program is a unique one within the accounting field and demonstrates yet another reason why MWE has sustained growth and its leadership position among the top CPA firms in the

Northeast for over six decades.

While the firm has grown largely from within, Selinger has placed a strong emphasis on fiscal prudence and organic growth, but has not been adverse to strategic acquisitions of synergistic CPA firms that broadened MWE's depth and breadth of expertise. Similarly, MWE has formed strategic alliances with other service firms in order to bring "best in class" solutions to the firm's clientele. It all stems from a strong focus on client needs.

Today, MWE counts over 200 associates and 27 partners in its Long Island, Manhattan and Grand Cayman offices. The Long Island office in Garden City recently underwent a major expansion. As a result, MWE now occupies the entire fifth floor of the 400 Garden City Plaza building. The space was completely renovated with a new floor plan and interior design on par with the most modern office designs and reflective of the firm's "Employer of Choice" culture. Selinger, along with his partners, negotiated an 11-year lease and the right of first refusal to take additional space in the building to accommodate MWE's future growth.

For Selinger, giving back to his profession and community is not just a core principle - it's a passion. On a professional level, he has served as an officer and member of the executive board of the CPA Associates International for which he remains an active member. Additionally, he currently serves on the managing partners committee of the New York State Society of CPAs, is a member of the American Institute of CPAs' Major Firms Group, and a trustee to the Citizens Budget Commission. His involvement also extends to the Long Island region where he lives and where he and his wife, Varda, a pharmacist, raised their three sons, Scott, Jeffrey and Michael. He is past chairman, past president and current member of the board of the Hebrew Academy of the Five Towns and Rockaway, a board member of the Gurwin Jewish Nursing and Rehabilitation Center, and a director on the board of the Fair Media Council.

Selinger instills the importance of community involvement in MWE associates as well. He encourages their participation in a wide range of professional, civic and philanthropic activities, from sponsoring blood, toy and coat drives, volunteering in the annual Long Island Volunteer Enterprise event, raising funds for Making Strides for Breast Cancer, Make-A-Wish Foundation, and the Nassau Suffolk Services for Autism, among many other organizations, through the MWE "Good Works" committee.

Selinger is effectively leading by example. He has set out aspirational but realistic goals, developed through consensus, provided an "Employer of Choice" environment, and the support, motivation and incentives essential for attaining those goals. Nurturing the talents of his team members, he has kept his eye on the most important prize of all: an impeccable reputation as a strong, effective and compassionate leader.

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