

# How do I choose?

Did you ever hear of WIFM? No, it's not a new radio station. It is a shortcut for the expression, "What's In It For Me?"

This is a critical question you should ask as you meet with various firms and select one where you will be comfortable.

At Sobel & Co. we are proud that we offer these distinctive advantages to our team:

- Competitive salary and benefits
- Tuition reimbursement / CPA reimbursement
- A chance to specialize in a functional or industry niche
- A mentoring program and a "buddy" system
- A FUN committee that helps maintain a balanced environment
- A commitment to each person's success

*"In a few short years at the firm, I have had the opportunity to work extensively in many diverse fields including audit, tax, internal audit and fraud. The combination of working with friendly people from all different backgrounds and getting to constantly experience new things has made my experience at Sobel & Co. great."*

*Anthony L. Blasi, CFE, MS  
Forensics Senior*

We hope you have found this information useful and that as you carefully conduct your search, you will consider Sobel & Co. as your best option.

If you have any questions about a career in public accounting, the interview process, life at Sobel & Co., or any other issues that concern you, we would be delighted to talk to you, share our insights and real world experiences and help you any way we can.

Just give us a call. We look forward to hearing from you.

*"I have stayed at one firm for seven years because of the opportunity, encouragement, balance and growth they offer. The firm sticks to core values of encouraging and guiding their employees along the best career path and has a vision to achieve the ultimate balance between work life and family life."*

*Ken Bagner, CPA,  
Senior Manager*



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Alternative...  
Not  
Too Big,  
Not  
Too Small,  
Just Right!*



## Why should I consider Sobel & Co.?

You are almost ready to graduate. You have spent your college years working hard to earn a degree in accounting. You have set goals and expectations for yourself and now you are about to enter the next phase.

But you want to make the right choice - picking a firm that will enable you to keep learning, develop new skills and build a supportive network of friends, role models and mentors who can help guide you so that you can reach your goals.

### *How can you be sure?*

So many firms sound the same, how can you differentiate between them? Well, some of the smaller firms may not have the scope and depth you will need to broaden your horizons. Yet, at a larger firm you run the risk of becoming a “number” in an impersonal culture that does not value individual contributions.

If you want to be sure that your experience is with a firm that has robust resources, challenging projects, and a commitment to your career, then you should consider Sobel & Co.

## What's it like to be on the Sobel team?

At Sobel & Co., our employees are our most valuable resource. Our high retention rate says it all!

If you want to get involved, assume responsibility, do whatever it takes to get the job done, be trusted with confidence and are eager to learn, then Sobel & Co. is the firm for you.

A career with Sobel & Co. will give you the chance to:

- Explore a range of diverse disciplines
- Work across a variety of industries
- Learn through company-sponsored seminars and workshops
- Earn new levels of responsibility in a short period of time
- Get involved with professional and community organizations
- Be a part of PKF North America Network, an organization which has member firms across the country and around the world.

*"I joined Sobel & Co. in 1997. My interaction with partners who serve as mentors has enabled me to hone my technical competencies and develop my managerial skills. My voice matters, my opinions count, and I am able to make significant contributions to the firm."*

*Bridget Hartnett, CPA  
Senior Manager*

## What's special about Sobel & Co.?

Since 1956, Sobel has sustained a culture of "true professionalism" - which means that we really care about our people and their careers.

Our environment supports and encourages our staff, not only to work toward achieving their own personal and professional goals, but to go above and beyond their own growth to contribute to the overall success of our firm.

At Sobel, we live by our core values every day and we ENCOURAGE our staff to embrace these as well.

**E**thical and trustworthy behavior is the only accepted standard

**N**o compromise on quality

**C**are about your people

**O**utstanding client service is the norm

**U**nderstand diversity

**R**each for responsibility

**A**llow yourself to be passionate about your career and your clients

**G**rowth and learning are key

**E**ncourage each other to fulfill these core values

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