

Norm Roller Video Bio

Clients need feedback. Clients need somebody that can hold them accountable. Clients typically are looking for somebody that is more advisory and not somebody that just provides a product or a solution. Clients like to have somebody that holds them accountable and in my role, quite frankly, I'm there to help them make a little bit more money; that's my role. If I can't add some value, quite frankly, then I'm really not any better than anybody else is.

Our partner group, including myself, deal with our clients directly. We're in a position where we are the ones that listen to the clients. The clients expect to deal with us and not some individual who they're delegated to. That's an area of the firm that, quite frankly, I think we excel at. I think it's an area of the firm that we, quite frankly, we relish and we really do a good job with.

Over the years, I've found that I've enjoyed manufacturing and distribution clientele. I migrated toward that over the years because I understand it. It's actually become, you know, a fun niche to be in. Manufacturing kind of drives the economy in my mind and it presents a lot of other business consulting issues to tackle that you wouldn't otherwise have, and maybe some other professions or other niches so to speak.