

## Theran Welsh Video Bio

Well I think from our standpoint, and my standpoint, taking a look at the tax opportunities that are out there, I think it's very important to communicate to clients what tax strategies are available. As an example, a significant subcontractor out there, we worked with him for a couple of years. Took a look at a couple of tax elections and opportunities he could take advantage of to really save and defer some significant taxes. That savings allowed him to have the capital to be able to invest back in his business and continue to grow. That I think is a pretty powerful measurable result.

Clients give me referrals because I think they feel I'm accessible. I attend a lot of industry association events, there's a certain comfort level I think with my presence. My communication style, and I communicate pretty well about what kind of game plan we want to work with clients and because of that, I think it's easy for them to say, "hey, he's done a nice job for me. Why don't you go and talk to him."

I think, from my standpoint, I like to work with clients and talk to them about creating shareholder value. In my own practice, I make sure I try to create shareholder value with a game plan. What's my marketing plan, what kind of expertise am I bringing to clients, and making sure that we can execute on projects. And I think that kind of expertise is very important to clients.