

Measurable Results.[®] – Innovative Signs

SVA has helped us purchase a new building, they've helped us purchase another sign company, and also helped us with tax planning.

[Music]

So my wife Steph and I started the company in 2001, so we're just celebrating our 20-year anniversary. We have three sides of our business. One is large format digital printing that's for trade show displays, vehicle graphics, banners. We also manufacture LED-illuminated signage and we also do work for national sign companies, where companies ship us signs, for like Starbucks or Panera Bread, and we just do the installation.

[Music]

So I met one of the SVA professionals through my COSBE Roundtable Group and after many years of listening to him how he's helped other customers, I decided to give him a try. What interested me the most about using SVA was the fact that we want to be more profitable and the SVA professional had a lot of great suggestions on how to become more profitable. So the SVA professional helped us look at expenses, look at our profit margin, and really dig deep into what's going to make us the most profitable based on our marketplace. And from that point, we started to do more tax planning, doing our taxes obviously, and throughout the years, we've been a member, we've been a client for about 14 years. We bought equipment, hired new people, and most recently, we purchased this building back in December of 2020 and SVA was very much a part of helping us do that. In 2013, we purchased another company in the Wauwatosa area and we had no idea on what we were looking at. The SVA professional helped us look at the assets of the previous company, the customer base that they had, and helped us really figure out a purchase price that was beneficial to us and to the seller.

We're a professional sign company, we know signs. SVA is a professional accounting firm, they know accounting. I have a major comfort level with them from a responsiveness level, understanding of my needs, and they are very professional on their end.