

## WHAT YOU CAN EXPECT FROM THE PLATT GROUP / INSIDE PUBLIC ACCOUNTING



Your privacy is at the core of our business. The Platt Group, owners and publishers of INSIDE Public Accounting (IPA), takes confidentiality very seriously. We take extreme pride in our ability to collect confidential data from hundreds of accounting firms across the globe and provide the profession with the most accurate benchmarking data available.

IPA employees maintain the highest degree of confidentiality when handling all client data and requests. Our employees will not disclose any client information to other clients, friends or family members.

Firm survey data is held in strict confidence and is the lifeblood of IPA. We review each survey submission for commonly missed areas and for any errors. Data that may appear in the newsletters, rankings or online include, but are not limited to: firm size, net revenue, number of partners / staff, organic and all-revenue growth rate.

Information that will never\* appear as identifiable to any individual firm includes compensation, net income, profitability margin, revenues by niche or other sensitive data.

If you are a subscriber to any IPA publication, IPA will not share, sell or provide any contact information to any third party. IPA accepts approved advertising in certain publications.

### EXAMPLE OF HOW DATA MAY APPEAR IN THE IPA NEWSLETTER:

<b>FIRM / HEADQUARTERS</b>	<b>CEO / MP</b>	<b>NET REVENUE</b>	<b>PARTNERS / STAFF</b>
AC Lordi/ Malvern, Pa.	Frank Lordi	\$18,503,622	20 / 82
Anchin Block & Anchin LLP / New York	Frank A. Schettino	\$103,000,000	53 / 355
Armanino LLP / San Ramon, Calif.	Andy Armanino	\$194,999,000	80 / 756
Baden Gage & Schroeder LLC / Fort Wayne, Ind.	Christine K. Hootman	\$8,497,529	7 / 48
Bennett Thrasher LLP / Atlanta	Jeffrey A. Eischeid	\$47,330,420	37 / 248

\*If a firm is a part of a CPA firm association that IPA contracts with, both IPA and the association hold joint rights to all survey data submitted. The association has authority, obtained from its members, to allow IPA to disseminate individual firm data to the association.