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Celebrating 50 years

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The Case for Greener Offices



Earth Day is on April 22, and in keeping with the world's focus on green living and a healthier planet, here is a case for making your offices greener, not just for the planet's health but also for healthier, happier employees. So, other than saving the planet, why is a green workplace so beneficial?

Employees' cognitive abilities increase. Studies at Harvard and Exeter universities showed that an environmentally healthy workplace actually boosted the mental capabilities of staff by 26.4 percent.

Employees are more willing to work. The same studies showed that employees were both less likely to take time off work and were fifteen percent more productive when working.

Employees are healthier and happier. Harvard found that the fresher workplace caused employees to go home in better health, with 30 percent fewer illness-related absences and six percent of employees reporting better sleep.

As for ways to make your office greener, try these tips.

Introduce more greenery. The presence of plants helps people to relax and feel less stifled, while plants' absorption of carbon dioxide and release of oxygen through photosynthesis also improves air quality.

Maximize natural light. A lighter office helps people to tune into their bodies' natural circadian rhythms, which move with the day's passing, as well as take in the vitamins provided by the sun's energy.

Improve ventilation. Making sure the office is naturally ventilated helps to keep the air clear of dust and germs, increasing the level of oxygen available and reducing the spread of any nasty bacteria.

How to Grow Your Business: The Essentials

Growing a small business can be a daunting task, but there are practical steps you can take to help your business thrive. One important factor to consider is building strong relationships with your existing customers to increase loyalty and generate referrals.

One way to achieve this is by providing excellent customer service and seeking feedback to improve your products or services. Ensure your customers are satisfied with their purchases and address any concerns or complaints promptly. By going above and beyond to exceed your customers' expectations, you can foster a positive relationship and create loyal customers. Listening to customer feedback is essential for improving your business. It shows you value your customers' opinions.

Staying up to date with industry trends and investing in technology can also help you stay ahead of the competition and provide innovative solutions to your customers. Networking with other professionals in your industry can expand your business network and provide opportunities to learn from others. Attend industry events, read industry publications and follow industry leaders on social media to stay up to date with the latest trends.

Setting specific goals and tracking progress are also crucial to achieving success. By setting achievable goals and monitoring progress, small business owners can stay motivated and focused on reaching their objectives.

Growing a small business requires hard work, creativity and strategic planning. By focusing on customer relationships, staying informed about industry trends and technology, networking with other professionals, and setting and tracking goals, small business owners can help their businesses thrive and succeed.

“We made it through another tax season—thank you for being part of it! We truly appreciate the opportunity to work with you and are grateful for your continued confidence and trust.”

*The growth and development of people is the highest calling of leadership.
Harvey S. Firestone*

Worth Reading



Summer Hours

Just a reminder Clairmont, Paciello & Co., PC and CPC Financial Planning, Inc., will be closed on Fridays from May 1st until September 25th. Our hours will be Monday through Thursday 8:30 AM to 5:00 PM.

SmartVault



Need a digital copy of your tax return?

<https://smartvault.com> to access SmartVault. Your email address is your username, and the password is something you would have created. Remember it must be 12 digits one capital letter, one number and one special character. If you have not accessed the portal or need help feel free to contact lisa@cpcfinancial.com



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Refresh Your "About" Page with These 7 Tips

The "about us" page is the first thing potential clients will look at when considering you for a collaboration or partnership. As your business is constantly growing and changing, so should your website content. Even if you know your company inside and out, refreshing your "about" page can be a bit challenging. Here are some useful pieces of advice to make the experience a bit less painful.

Stick to facts

While this may sound obvious, many businesses try too hard to hype themselves up and focus on style over substance. Think of this like the resume for your website. You want to show off, but not too much. Make a list of your top achievements and stick to them when thinking about what to include.

Inspire trust

It's harder to form a business relationship with a face-to-face meeting than ever before. So much of our interactions are online, and the "about" page is one of the first things a potential client will see, so make sure it's authentic. Give them the information they need, such as your location, to make a good decision!

Who are you talking to?

If you want to gain a specific kind of client, think about them while you're writing your "about" page. Are you speaking to men or women? Are you speaking to people in your field or out of it? Think about the tone of voice you want to portray and stick to it.

Put your best foot forward

Lead with the key information. Your "about" page is a bit like an online elevator pitch. Consider what you want prospective customers to know first and work backwards from there.

Be specific

Don't randomly claim you can do things you can't. Be specific about what you have done and continue to do well. Offering actual examples helps inspire trust.

Welcome New Clients and Thank you for Referring

We love giving recognition to our new friends and our wonderful existing clients who are kind enough to refer their friends and relatives to us! We are all helping each other, which is the whole point.

Over the last few months, we were fortunate to welcome new tax clients and new business clients. They became members of our firm's accounting and financial planning family. We'd like to welcome them and thank all the people who have referred business to us.

As you may know, marketing for new clients costs a great deal of money, time and energy. We, like any business, need to get new clients to stay in business. Over the years, we have found that marketing takes away from the time we would rather be spending with you. We have learned that by encouraging you to refer your friends and relatives to us works for all of us. We help you, and you help us. Thank you.

Considering Outsourcing? Consider These Pros and Cons

Outsourcing is a popular business strategy that involves hiring a third-party company to perform tasks and functions that are typically done in-house. Essentially, outsourcing is a fancy way of saying you hire another company to do some of your work instead of doing it all in-house. It's a popular way for businesses to save money, improve efficiency and get access to specialized skills, but, as with anything else, there are pros and cons to outsourcing.

An attractive benefit of outsourcing is that it can save you money by reducing labor costs and other expenses. It can also improve efficiency by letting you use specialized skills and technology you might not have in-house. Outsourcing also provides businesses with scalability. As a company grows, it may become necessary to increase capacity or add new functions. By delegating routine tasks to outside companies, businesses can concentrate on developing their unique strengths and competitive advantages. One of the biggest benefits businesses can expect from outsourcing is that it's often much quicker.

The downside is that you might not have as much control over the work being done. You're putting your trust in another company to do things right, and if they don't, it could reflect poorly on you. Communication can be tricky too, especially if you're working with a company in a different time zone or there are language barriers. Outsourcing can also pose security risks. You also need to make sure your sensitive data and customer information is secure when you're sharing it with another company. Finally, there is a hidden cost to outsourcing. It may be cheaper in the long term, but read the fine print.

Outsourcing can be a good way to save money and improve your business, but it's important to make sure you're making informed decisions that align with your goals and objectives.



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5 Ideas for More Effective Communication with Your Team

Effective communication is vital in any workplace. It can make or break relationships with colleagues, impact productivity and affect the overall success of the organization. However, many people face challenges when it comes to communicating effectively. Poor communication can result in misunderstandings, conflicts and a lack of trust among colleagues. That's why we've compiled five tips that can make a big difference. By incorporating these tips into your communication style, you can establish stronger relationships with your coworkers, improve collaboration and achieve better outcomes. Let's dive in and explore these tips in more detail.

Be clear and concise. Clarity is key when it comes to effective workplace communication. Using simple language and avoiding jargon or technical terms can make your message more easily understood. Make sure to get to the point quickly and be concise in your delivery to prevent confusion and reduce the risk of misunderstandings.

Listen carefully. Effective communication is a two-way street. It's important to listen carefully to what others have to say and to ask questions if you're unsure about something. This shows that you value their input and are interested in what they have to say.

Be respectful. Respect is essential in any workplace communication. Always be polite, courteous and mindful of other people's time. Avoid interrupting others while they are speaking and give them your full attention. By showing respect to your colleagues, you'll be able to build trust and foster a positive work environment.

Use the right communication channel. Choose the right communication channel for the message you want to convey. Email may be appropriate for simple messages, but face-to-face communication may be more effective for complex or sensitive issues.

Follow up. Following up is an important part of effective communication. Make sure you follow up on any action items or commitments you've made, and check in with colleagues to ensure they've understood your message.

Effective communication is critical in any workplace. By implementing these tips, you can ensure that communication is clear, concise and productive. Remember, good communication skills can help build strong relationships and boost morale, ultimately leading to a successful and more harmonious workplace.

