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## **Local Financial Services Firm Helps Clients Go “Green”**

### *Howard Baron, CPA, JD, Provides Innovative Business Solutions that Help the Environment, Simplify Life and Beat The High Cost Of Gasoline*

KENNESAW, GA (August 1, 2008) – Howard Baron, CPA, JD, President of The Baron Companies, a local accounting, tax and investment management firm, has discovered a creative alternative for clients seeking to become both environmentally responsible and business savvy at the same time. “Frustration is the mother of invention, in my case,” said Baron. “The cost of fuel is wreaking havoc with my clients’ businesses. They are worried about the hassle, expense and resentment their employees face commuting to work. They need to “go green” as a matter of business survival. They are looking for answers, fast. At the same time, we hear more and more scientists expressing concern about greenhouse gases and global warming. All of my clients – who tend to be busy, successful people – are seeking ways to simplify their lives while ensuring a sound financial future.”

Baron’s solution is called NetClient. A web-based accounting and financial information service, it is available via [www.BaronCompanies.net](http://www.BaronCompanies.net) — any time, from anywhere. NetClient lets clients access Baron’s financial services via a private, highly secure Internet portal, designed especially for them. It’s easy and convenient.

Matthew Silvestro, Managing Member at Georgia Injury Centers LLC agrees: “This online solution is a God-send. The ease of file transfers means our bookkeeper can do payroll from anywhere. Rather than coming into the office, she just works from home two days a week. She’s thrilled with the arrangement.” NetClient saves time, money and reduces global warming one employee at a time.

Diane Liscum, Founder of Southeastern Embroidery Works says: "...because we are set up on NetClient, I do not have to drive into work everyday; everything I access in the office can be accessed from anywhere I am!"

"Because of Virtual Office software, I am able to maintain my bookkeeping here in Florida, while my accountant is in Georgia. This saves me the trip and leverages my time," says, John Carney, President, Paradise Limousines LLC.

Sara Massey, of SunTrust Bank, loves NetClient because of convenience. "...the convenience of being able to view my client's financial information by accessing his web portal keeps me from having to bother him. It saves him travel time and the fuel expense."

A comprehensive bookkeeping solution/ASP, online services from Baron & Company P.C. via NetClient include: document management, file exchange, remote payroll data entry, remote payroll check printing, account aggregation, tax organizers and stock quotes. Baron rolled out NetClient in January of 2005, so it's field tested and robust. It's built-in to the cost of his monthly CPA services, so it's very affordable for his clients. Over 120 of his tax clients use the tax portal and document vault that comes with it.

"I thought paperless bookkeeping, tax preparation and financial planning was the environmentally responsible way to go," says Baron, who also utilizes other assorted "green" and digital technologies to benefit his clients in an earth-friendly way. "The efficiencies also boost profitability for companies who apply cutting edge solutions like this – another real plus in today's uncertain economy. And, of course, there are the time and fuel savings attained by utilizing virtual business operations. Come to think about it, the high gas prices may be a blessing in disguise. If people stop driving as much and find other more efficient ways to get things done, they'll establish good conservation habits and will be helping the environment – perhaps without even knowing it or having green motivations."



**Howard Baron, CPA, JD**

### **About Baron:**

The Baron Companies are comprised of: Baron & Company P.C. (CPA firm), Baron Financial Services Inc. (investment management and financial planning) and Baron Payroll Services Inc. Together they form a full-service financial services entity with a focus on providing independent advice and premium service to clients in the areas of taxes, investment, financial planning, accounting, payroll and legal services. Based in Kennesaw, Georgia and with satellite offices in Atlanta and Roswell, Baron Companies serves businesses, successful professionals and high-net worth clientele.

Howard Baron, founder of The Baron Companies, is a CPA and holds both BBA and JD degrees. He has over 30 years experience working with clients to provide accounting services, tax-advantaged investment strategies and financial planning solutions that meet immediate needs and move them closer to their long-term goals.

The firm offers a variety of free decision-making tools and worksheets related to financial and tax planning matters at [www.BaronCompanies.net](http://www.BaronCompanies.net).

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**Note:** When you need a financial expert to speak on green business solutions, elder care decisions / legacy planning, tax strategies and personal financial planning topics – in an easy-to-understand and entertaining way – please contact Howard Baron, CPA, JD, at The Baron Companies. Thank you!

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