

Why Hire a CA?

Accountability

CAs are accountable to their clients and to their profession. Their professional conduct is held to high standards by provincial and national governing bodies, and all CAs working in public practice are reviewed at least once every four years by the provincial institute.

Any concerns about professional conduct are investigated thoroughly, and CAs who contravene the rules are disciplined accordingly. Punishments range from a reprimand or remedial education to suspension or expulsion from CA membership.

Integrity

CAs are trained by professionals who share the core values of fairness, trust, and integrity. These values are reaffirmed by membership in a 100-year-old professional body.

The CA designation is backed by a code of conduct and ethics that guides all members in their professional decisions and actions.

Experience

To become a CA, individuals complete university-level studies, work for three years in public practice accounting, and complete intensive specialized studies. The requirement for training in public practice accounting is unique to the CA profession; it gives CAs exposure to a wide range of businesses and organizations, as well as ensuring professional mentorship in the early years. This gives CAs direct experience in a number of industries and the ability to understand a variety of businesses.

Knowledge

CAs go through one of the toughest professional education programs in the world. And the learning doesn't stop when they complete their exams—CAs are continually updating, refreshing, and enhancing skills to make sure they're able to provide you with the best service. In fact, all CAs in BC are required to complete annual professional development courses based on their areas of practice.

A free referral service is available to help you locate a CA in your area. Call 604-681-3264 in the Lower Mainland, toll free 1-800-663-2677, or visit our website at www.ica.bc.ca.

Private and public sector employers looking for CAs to take on management or financial roles can also take advantage of our employment services, available on our website at www.ica.bc.ca.

Why a CA is the Right Choice for You!




WHAT CAN A CA DO FOR YOU?

CAs are the leading authority on tax issues and auditing, but that's not all. CAs can help you with:

- **How to start a business and when to expand**
- **How much your business is worth**
- **Making the most of your personal and corporate wealth**
- **Business planning and forecasting**
- **Assessing risk**
- **Taking your business global**
- **Securing financing**
- **Developing a tax strategy**
- **Financial reporting**
- **Managing insolvency, bankruptcy, and receivership**
- **Tough questions about technology**
- **Finding and investigating fraud**

And the list goes on. Whatever the challenge, a CA will help you make the right business decisions. Whether you're developing a business plan, securing financing, or making sure the books are in order, your CA is your business partner.



Hiring a CA puts an experienced professional on your team.

TRUST • INTEGRITY • INDEPENDENCE

What is a CA?

A chartered accountant (CA) is a **business leader who upholds the highest of standards. Trust; integrity; independence**—these values set CAs apart, and make choosing a CA the best business decision, period.

CAs not only work in public practice, many work in private and public companies, and in the public sector. Wherever businesses and individuals need advice they can trust, CAs can be found.

So whether you need advice on buying or selling a business, guidance to help develop your business, plain talk about complicated tax situations, or leadership in governance, you can trust a CA to give you the good advice—advice that's based on trust, integrity, and independence.