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Adam B. Freedenberg, CPA, CVA, CFE – 2016 40 Under 40 Honoree

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Q&A:

Aside from the accounting websites, which blog/website do you consider a must-read?

I am always reading the *Washington Business Journal* each week. With our firm located in the D.C. metropolitan area, the publication is a great way to get a pulse of what is going on in the local business arena. Additionally, I always read CPA Practice Advisors and Topline Valuation Group's blog.

In what ways have you contributed to your firm/company to make it better?

I am always trying to help better the firm. On the recruiting front, I am involved with the firm's campus recruiting efforts; and, I was recently asked to make a recruiting video for the firm. Since we were named as the #1 Best Firm To Work For last year, we are always looking for the best and brightest to join our team. Regarding marketing and business development I am currently assisting our core service and niche segment leaders in developing dynamic marketing and business development plans. For staff professional development, I help facilitate our Next Generation retreats so our future firm wide leaders can help develop the firm to be the best it can be when they are running it.

In what ways do you participate in the professional community to change/improve the accounting profession?

I help contribute to the firm's blog so that our clients remain informed about situations and developments in the business valuation sector. I am also involved in a nationwide program that meets regularly with other professionals in CPA firms across the country. This program helps facilitate discussions about what is going on in the profession, how their firms are changing with the profession, etc. Bringing this feedback to our firm and local community has been a valuable asset.

In what ways do you participate in your local community to help others?

It is important to remain active in helping out with the local community.

I am involved in firm-wide volunteer events, such as participating in many of our philanthropic endeavors. I provide some volunteer hours at one of the local community soup kitchens regarding their accounting and finances and their annual information return. And, I lead the Israel Bonds Young Investors Society. I am also waiting for the next round of positions to open up on our condo association's board.

Our firm lists its Five Cornerstones on our web site and Community is one of those. I strongly believe in giving back to the places I work and live in.

What changes do you foresee in the accounting profession of the near future (3-5 years)?

I see the accounting profession as gradually shifting from compliance and historical financial statement work to more of prospective analysis and advisory type roles. Our firm is always working towards being trusted business advisors to our clients and not a firm that only helps a business prepare their annual tax return.

There will be greater development of niche practices and less use for commoditized services. Both my firm and I are moving in the direction to really being able to help our clients with their finances, operations, people, and management issues.

How do you see yourself participating in shaping the future of the accounting profession?

I plan on continuing to perform business valuation and other advisory type services for our clients. This additional service offering helps the firm with becoming trusted business advisors.

I'm fortunate in that my firm is highly transparent and brings me into the fold on many areas pertaining to our greater business plan.

What is your career philosophy?

Trust and loyalty go far in public accounting. These traits obviously build long lasting client relationships but also play an important role in building strong key employees at various levels. As I had previously mentioned, living by the Five Cornerstones of Our Firm – which includes tremendous value for our Clients, our

People, our Families, our Community, and our Profession is a great way to focus and continue to advance my career.

Describe one person who has been an important mentor to you and how that person helped change your life.

Since joining Santos, Postal & Company, P.C. I have had the chance to work with numerous people who I feel have changed my professional life. Let's focus on the Managing Partner, Charles Postal. Charles' mentoring has shown me the kind of results that can be had by always being strategic and having a desire to follow new ideas and techniques that contribute to the betterment of the firm. Since joining the firm I have gained a better picture of what is involved with being a partner. By having the right culture and blend of employees (both technically sound and business development inclined), the firm can experience significant growth year over year.

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