

Our team of professionals offers a host of services for your company's every need.

- CFO Advisory Services
- Corporate Tax Services
- Payroll Services
- Bookkeeping

Drop in and we will see what we can do to help!

Monday through Friday  
8:00 AM - 5:00 PM



**A.R.C.**  
1216 Capital Blvd.  
Reno, NV 89511

**A.R.C.**  
Accounting Services



*Bringing our accounting  
and financial services  
expertise to your small  
business!*

# Accountability

# Excellence

# Quality



## ABOUT A.R.C. Accounting

The client in need of a logo is a newly established accounting firm named ARC Accounting Services in Reno, Nevada. The firm is small but provides a wide range of services to its clients including general accounting and financial advice for small companies, as well as tax services for corporations and individuals. The general accounting and financial advice that ARC provides to clients include CFO Advisory, bookkeeping, and payroll services.

The company wishes to portray an image that is, above all else, trustworthy. ARC is handling sensitive financial information and their clients are giving them significant responsibility in taking care of their businesses, their personal finances, and by extension, their livelihoods. In addition to having an image of trustworthiness, ARC would like to portray themselves as dependable, consistently delivering high-quality work for their clients.

ARC's competitors include local companies such as Berge & Company CPA, a tax preparation service; Rand CPA's, a firm that provides accounting for small business as well as tax services; and Belle Business Services, an organization that provides outsourced CFO and bookkeeping work, and tax preparation services. Local companies like the ones listed above are ARC's biggest competitors, but there is some competition with larger regional and national firms, such as Grant Thornton, for a few of the bigger clients in the area. However, ARC focuses more on serving smaller clients and businesses.

ARC's market and audience are small businesses in the area that do not have a dedicated accounting team, a Chief Financial Officer (CFO), or experienced people working in any of those positions. ARC's market consists of mostly corporate clients that have very small businesses and therefore do not have people dedicated to managing the accounting aspect or are start-up companies that need some assistance getting their accounting department set up properly. Additionally, a smaller market/audience for the company are individuals who need expert tax advice and have complicated personal financials.

All of ARC's market and audience are located in Reno and the surrounding area including Sparks, Carson City, and North Lake Tahoe. The needs of the market/audience include an experienced, trustworthy accounting firm that can help them with the accounting in their small business as well as preparing corporate tax returns, and in some cases individual returns as well. The market needs experts in the field of accounting that can answer their questions and produce professional, efficient, and effective results. ARC wants to partner with its clients and bring together its team to produce the best outcomes for each company and person served. The firm focuses on collaboration and teamwork to find solutions.

The knowledge, experience,  
and service of a “big city”  
accounting firm in Reno, NV