

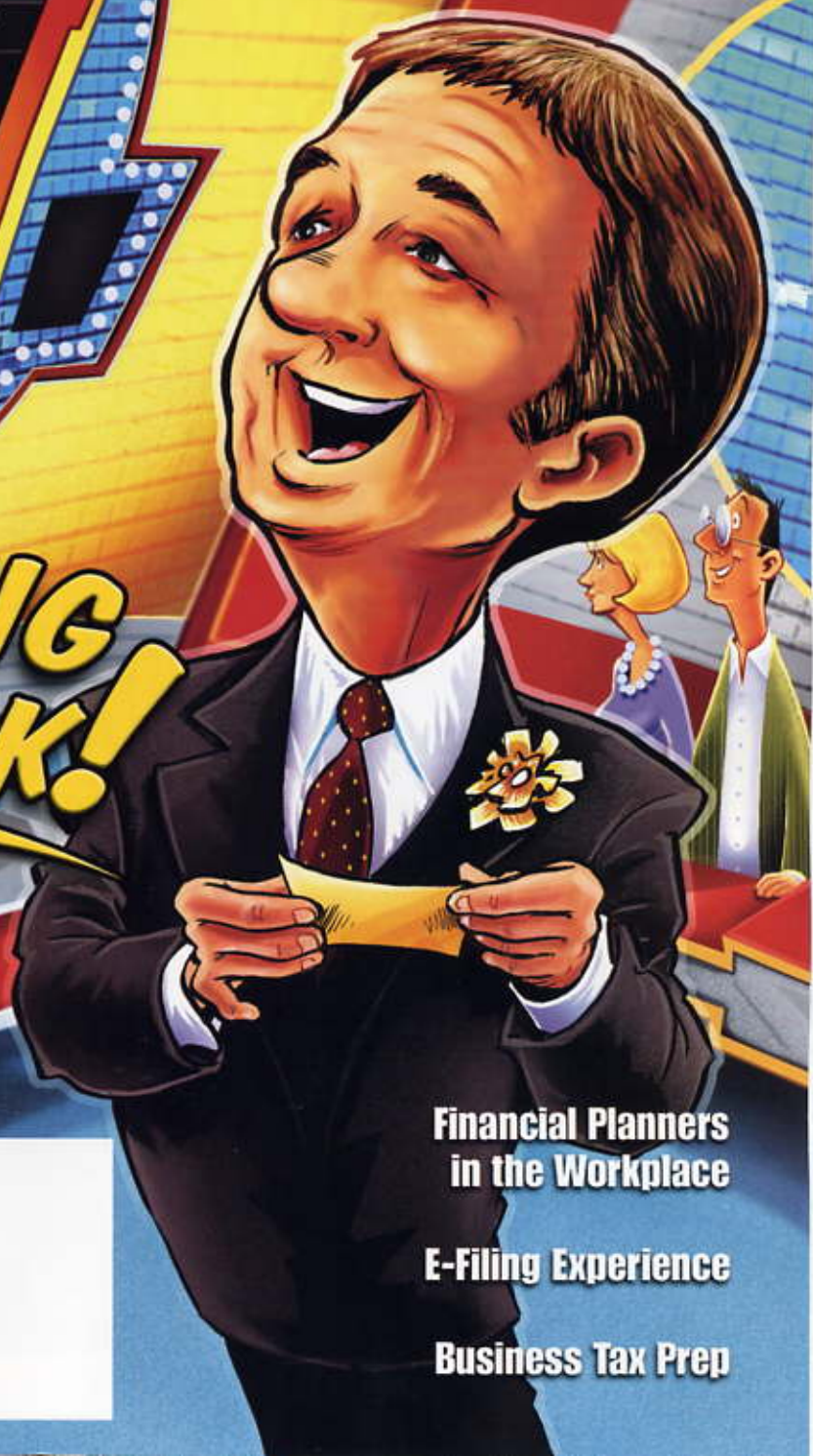
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Moving to an International Beat

By Stuart Kahan

Arturo Jordan and Carlos Castellon formed Jordan, Castellon & Company, in Coral Gables, Fla., just a year ago. They came together from separate private practices.

What brought these two CPAs together were a common interest, background, and a desire to do international work. The result has been nothing short of spectacular.

Jordan, Castellon & Company provides accounting, tax, management consulting, and litigation support services not only to Spanish-speaking individuals and businesses but also to the general populace on a worldwide basis. The firm specializes in international taxation and also has extensive experience in real estate, including developers and construction contractors, entertainment, aviation, professional athletes, attorneys, physicians, and restaurants. More recently, the firm has expanded its litigation support services by adding two new partners from a national firm. These partners are certified in business valuations and fraud examinations.

Taking it Steps Further

In fact, because of this experience, they founded ICG-International Consulting Group. "Our relationship with ICG helps to better serve our clients, both existing and potential," says Jordan.

ICG is an alliance of accounting and management consulting firms located throughout Latin America and Spain. It is one of the largest consulting organizations targeting the Iberoamerican market and was created to assist small to mid-size clients expand into foreign markets with confidence. "ICG member firms were originally evaluated and selected to represent their countries around the

globe, keeping their individuality but connected through ICG, thus empowering their service potential to face the demands imposed by international and global markets, in direct benefit to their clients," notes Jordan.

It has been established in 12 countries thus far, including Argentina, Bolivia, Brazil, Chile, Colombia, San Salvador, Guatemala, Mexico, Peru, Spain, Uruguay, and the U.S. According to Jordan, member firms from Mercosur (a common market/customs union between participating countries), the European Union, and NAFTA are represented in ICG so that it really became "an international network of highly qualified professionals of outstanding reputation in their local markets."

Getting to Know Clients

"Initially, when dealing in the international community, you do have certain problems," points out Jordan "Probably the biggest challenge in dealing with foreign clients, particularly after 9/11, is the issue of client acceptance. Unlike our domestic clients, we generally don't have a lot of information on potential foreign clients.

More due diligence is involved and the firm has to scrutinize a client's source of income and background. In this regard, we place a great deal of stock on the *quality* of the referral source, which are mainly attorneys (the firm works closely with some of the top international tax and immigration law firms in town) and ICG affiliate members (who perform the due diligence for potential foreign clients in their native countries)."

The other major challenge deals with tax compliance. "You must get to

JORDAN, CASTELLON & COMPANY, LLC Coral Gables, Fla.

Founding Member: ICG-International Consulting Group

Targeting the Iberoamerican markets.

Founded: 2003

Partners: 4

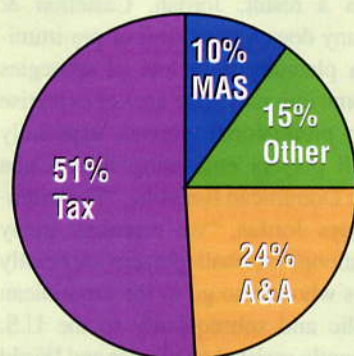
Staff: 20

Offices: 1

Firm's Site: www.jordancastellon.com

ICG Site: www.ICG-business.com

Practice Breakdown



know your clients. This is vital. We inform and educate clients about U.S. tax matters and what's involved. We typically note that investors from Central and South America are not accustomed to the stringent tax reporting and payment requirements of the U.S. They also tend to be very concerned with privacy, mainly due to security risks (political instability, kidnappings, etc.) in their countries, which affects their posture toward financial information disclosure."

Castellon remarks that some 10 years ago, many of the clients were dabbling in foreign investment with the U.S. "Now, we are getting waves of diverse people who are fleeing their countries, especially wealthy individuals. I have to employ a totally different strategy today because these people want to live here in the United States. It's no longer simply an investment opportunity."

As a result, Jordan, Castellon & Company does a great deal of pre-immigration planning with lots of strategies that come into play. One area of expertise is with professional athletes, especially baseball players emanating from Cuba and the Dominican Republic. "For example," says Jordan, "we represent many international baseball players especially Cubans who left to go to the Dominican Republic and subsequently to the U.S. We recently assisted an all-star and World Series MVP pitcher in negotiating his Major League baseball contract and in structuring his living here."

Jordan emphasizes that the firm's wide range of experience allows it to provide services to many different industries. "For instance, we know the tax ramifications of foreigners purchasing real estate or establishing a branch in the U.S. and can, in turn, save them thousands of dollars."

The Intricacies of Today's Practice

Castellon cites the three questions that they ask most of their potential clients:

Hallmarks of Success:



Arturo Jordan



Carlos Castellon

Getting clients on the fast track to global market expansion.

Are you considering overseas expansion? Do you know how to set up global operations, generate revenues, recruit staff, and control costs internationally? Do you need a global network you can tap into?

He maintains that in today's global economy, effective tax advice and planning provide companies with a competitive advantage. "Our tax professionals offer a broad range of tax services that are designed to present businesses and individuals with innovative tax planning. This is achieved by researching the latest international tax treaties and tax laws that are in effect in different countries."

Jordan explains that the firm's network of international professionals and contacts can get a client on the fast track to global market expansion. "As your company enters foreign markets, we will be there to guide you every step of the way." These professionals, he points out, can provide international services to companies expanding beyond their domestic markets and advising them as to the business environment of their target countries.

Such services include implementing the optimal business structures, tax, accounting, bookkeeping, audits, systems implementation, business valuations, due diligence, strategic forecasting and planning, representation of tax audits, and consulting. They also cover management consulting, foreign trade consulting, national and international commercial and work legislation, commercial and industrial brands and patents, foreign investment, and international contracts.

"We can also help deal with differences in local tax laws and customs, language, and cultural barriers," says Jordan, "and help the client understand that what worked back home may no longer apply in these new markets."

Guiding the Client

According to Jordan, his firm in conjunction with ICG, follows and guides the client every step of the way.

"We evaluate and analyze international business databases, including all kinds of business opportunities and we cover commercial and industrial representation and management. In addition, we partner-search, for those strategic alliances or specific businesses and we render consulting for real estate acquisitions, sales, management, and investment. Moreover, we provide legal and commercial profile reports as well as investigation, and we also arrange contacts for import and export business negotiations," Jordan explains.

Clearly, with the growth opportunities that exist in Latin America, Asia, and Europe, companies continue to see increased revenues from international sites. Many believe that these international markets will provide the diversification that will be needed to drive sales and earnings in the future. And Jordan, Castellon & Company and ICG are there to see that it happens. **PA**