

Measurable Results™ – Barnes, Inc.

My name is Mark Barnes. I'm the president and CEO of Barnes Incorporated which I founded in 1981. We're a full-service landscape maintenance, construction, and snow removal firm. We have about a hundred and fifty employees and we service the Dane County area year-round. The thing I'm most proud of is the fabulous staff that we have and the long-term relationships that we've built, not only with those people on staff but also with our customers.

We were looking for a firm that was a good fit with our core group of young managers. We needed someone to help mentor them so that we could manage costs and increase profitability. The initial year that we came on with SVA, there was an immediate savings of over a half million dollars in taxable income because they had an approach that was different than anybody else had suggested.

SVA has a really nice interactive accounting approach with us. We meet monthly and go over our previous month's numbers. Really hands-on approach, very accessible. I can call almost anytime and if my lead accountant isn't available, I can speak to one of his assistants. So the feedback is immediate and it's also been very good feedback. When I call, I get answers and the answers are always right. And I couldn't be happier about that because that's really what's important to me. I make decisions on a daily basis based on information. SVA has become a tremendous partner for our company and we truly look forward to a long and mutually beneficial relationship with them.