

## CEBA 2011 Small Business of the Year Award...!

Hi to all Clients & Friends of **Accounting Focus & The SFS Group**

Hard work, discipline, 'some risk taking' and a determination to be different are just some of the traits that have distinguished **Accounting Focus & The SFS Group** to be recognised as **"WINNER"** of the **Central Eastern Business Association (CEBA) & City of Bayswater - Small Business of the Year** and **Best Service Based Business Awards** for **2011...!** The award caps off an extraordinary year for the group and adds to the prestigious national **AFA Financial Adviser of the Year, WA State Adviser of the Year** and **Steve Salvia's** inclusion to the elite **Stamford's 'Who's Who' Black Book...!**



The award recognises the achievements & growth of SME business and the contribution they make to the community. CEBA President Mark Whitehouse commented that "the awards are designed to showcase the 'high achieving businesses' in the district with a view to generating an exceptional environment for both the local & business community. Accounting Focus & The SFS Group stood out as a 'shining light' in all areas – congratulations!!"



The award is judged on a range of categories including value provided to clients, range of products & services, business performance, major successes achieved, development of the business, commitment to team training & education, key strengths & weaknesses, key motivators, competitive edge in the market place, strategic business planning, as well as customer service standards and innovation.

Support from the local community has been truly overwhelming and was wonderful to have everyone celebrate & recognise the hard work and high level of quality client service that **Accounting Focus** has been building over several years.

We would like to take this opportunity to personally *thank our team for their commitment to working hard to exceed our clients' expectations and their dedication to our 'mantra' - "increase client satisfaction, eliminate client sacrifice and create client surprise....!"* We would also like to express our gratitude for our wonderful clients who are by our side throughout this journey, and are the reason that we strive to reach new levels of client service and satisfaction.



**Please stay tuned for more exciting news from the team at Accounting Focus...!**