



**PRICE KONG
DENTAL INDUSTRY
SERVICES**

**SERVING THE DENTAL INDUSTRY
FOR OVER 50 YEARS.**



PRICE KONG

CPAs • CONSULTANTS

www.pricekong.com

WE KNOW DENTAL

Price Kong has represented dentists and dental practices for over 50 years. Whether you are a seasoned professional or just getting ready to buy your first practice, we have the experience, tools, and resources to help achieve your goals.

The focus of our dental practice group is to advocate for clients as they navigate the complex world of federal and state tax laws. Our team leverages relationships with the Arizona Dental Association, practice and marketing consultants, commercial real estate brokers, attorneys, bankers, financial advisors, equipment sales/leasing companies, and other professionals to provide premier, customized solutions for your specific needs. The firm is also a member of the American Institute of Certified Public Accountants and Allinial Global, which provide us with additional resources and connections.

Dental professionals choose Price Kong for the unique services we provide, including:

- Practice overhead benchmarking
- Debt financing evaluations
- Practice transition
- Key relationship consultation
- Tax reduction
- Controller and Chief Financial Officer Services
- Maximizing Profits
- Business Financial Planning
- Personal Financial Planning and Retirement Goal Setting
- Personal Budgeting

PRACTICE FINANCIAL HEALTH

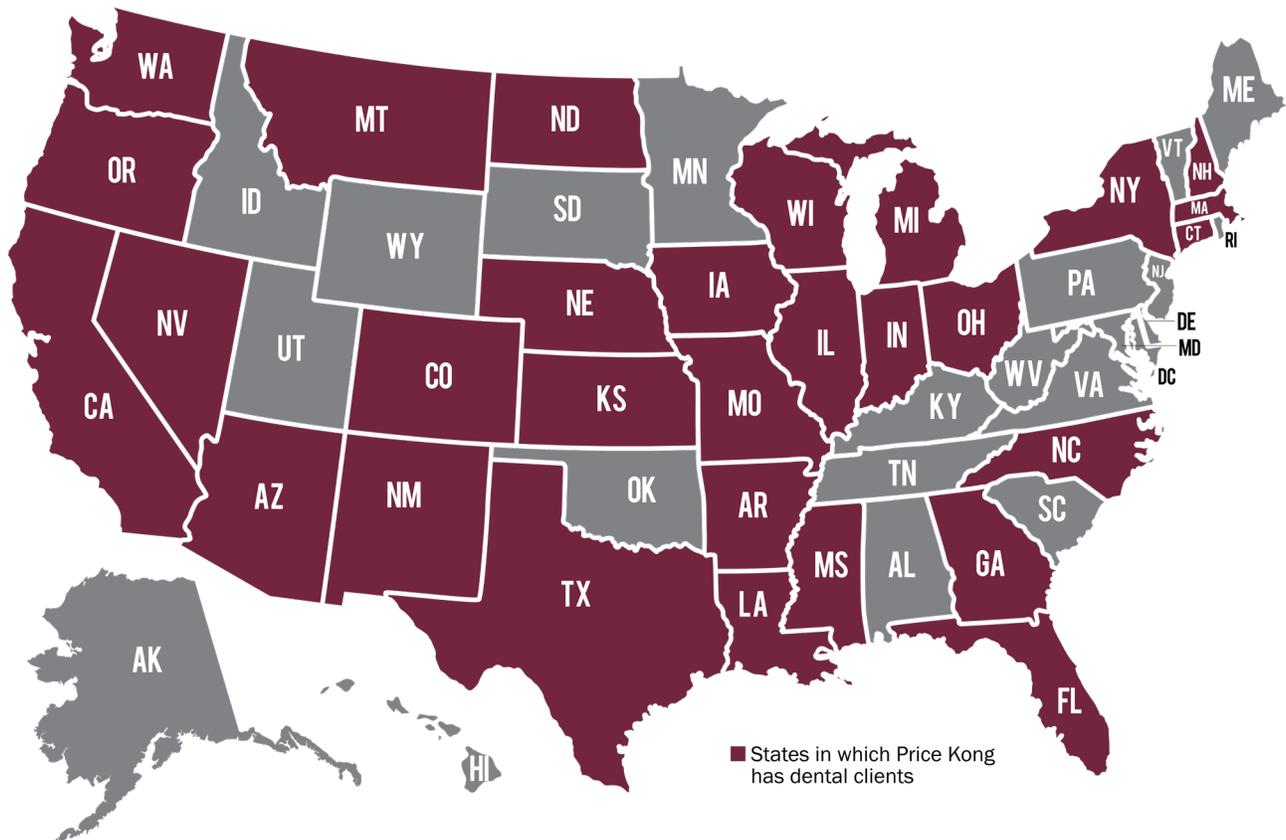
Your practice is not only your profession and livelihood, it is one of your largest assets. At some point in your career, you may want to grow or sell your practice. Be sure it is in good standing by implementing and maintaining the following:

- Timely updates to financial statements
- The latest accounting technology
- Access to key performance indicators
- Standardized financials and overhead benchmarks
- Cash flow management
- Established embezzlement control system

NEW DENTIST PROGRAM

Price Kong is committed to helping new dentists, even before they graduate. We host numerous trainings on important considerations for dentists just entering practice. In addition, we offer the following services:

- Practice transition guidance
- Cost and feasibility study
- Corporate entity structuring
- Assistance with securing financing
- Accounting set-up and support
- Tax planning strategies



TAX AND ATTEST

TAX PREPARATION, PLANNING, AND COMPLIANCE

Price Kong's tax professionals assist clients with a wide-range of services, including:

- Individual and business federal, state, and city tax filings
- Sales and excise tax
- Payroll tax
- Records management
- Cost allocation and cash maintenance
- Proper allocation of expenses
- Compliance dispute resolution
- Tax controversy
- Tax planning
- Trusts and estates

ATTEST

Audits and financial reviews can be valuable tools for managing and growing your business. Price Kong offers extensive experience, advanced technology, and proprietary methodologies to efficiently perform attest services with minimal disruption to your business. Our approach is to educate and engage our clients throughout the process to alleviate any misconceptions and concerns. The firm's attest professionals provide:

- Annual financial statement audits
- Financial statement reviews
- Inventory and financial audits
- Fraud assessments and prevention
- Internal controls review and implementation

CASH FLOW MANAGEMENT

PRICE KONG APPROACH

Price Kong helps dental clients understand how to manage the practices finance helping set-up or produce:

- dental chart of accounts, specifically designed for dental offices
- cash flow management reports to analyze funds coming in and going out
- bank, credit card, and payroll downloads, which save on input and reconciliation time
- financial reports that are preset and easy to run at the push of a button

QUICKBOOKS CLOUD SOLUTIONS

Our tax professionals and bookkeepers are well-versed in Quickbooks. Implementing the cloud version is secure and benefits include :

- accurate and up-to-date Quickbooks and financial data
- shared access between Price Kong and client
- real-time updates

ACCOUNTING AND CONSULTING

Many dental practices fail to implement sound accounting procedures, which leads to inefficiencies and potential issues. Our accounting services include bookkeeping and financial reporting that are GAAP cost compliant. You will be assigned a dedicated professional that will learn your business and help implement efficient accounting processes and best practices.

Additionally, Price Kong offers a number of consulting services designed to help you manage a profitable business while minimizing risk. We have spent thousands of hours researching and studying the dental industry and the many complexities that affect it. This knowledge enables us to design and implement proprietary time and cost-saving models, strategies, and processes at dental practices throughout the United States.

ACCOUNTING

- Bookkeeping and financial record keeping
- Monthly financial reports
- Accounting software support and consultation
- Inventory management and tracking
- Data entry of receipts and revenue
- Balance sheet and bank reconciliations

CONSULTING

- Corporate restructuring
- IPO, merger, acquisition, and disposition due diligence and readiness
- Outsourced CFO/Controller
- Internal controls
- Forensic accounting
- Fraud assessment and risk management
- Cost accounting standards and processes
- Accounting policies and procedures
- Budgeting and forecasting
- Cash flow analysis and processes
- Profitability strategies
- Exit strategy and succession planning
- Expert witness testimony and litigation support

BUSINESS START-UP

- Entity selection
- Accounting software Implementation
- Federal, state, and city tax compliance
- Budgeting and strategic tax planning
- Cost allocation and cash maintenance
- Outsourced CFO

DENTAL PRACTICE TEAM



ANTHONY M. KONG, CPA, Partner
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Tony Kong joined Price Kong in 1976. His primary focus is tax, estate planning, and business consulting for dentists. He is a dynamic and effective advocate for his clients, focusing on practice evaluation, maximization of profits, valuations, reducing taxes, financial planning, practice acquisitions and sale of practices, asset protection, and retirement planning. Tony earned a bachelor's degree in accounting and pursued graduate studies in taxation at Arizona State University. He is also a graduate of the RAS – Accountants Boot Camp and a founding member of Managing for Results. Tony is a member of the American Institute of Certified Public Accountants – Tax Division, the Tax Resource Group, and the Arizona Society of Certified Public Accountants (ASCPA). He serves on the board of the Chinese Chamber of Commerce and the advisory board for the Central Arizona Dental Society Foundation, which annually sponsors the Arizona Dental Missions of Mercy. Tony is also a guest speaker at the Schuster Center – the business school for dentists. Outside the office, Tony can often be found on the golf course, and spending time with his wife, three daughters, and two granddaughters.



DIXON YEE, CPA, Senior Tax Manager
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Dixon Yee obtained a Bachelors of Accountancy from the Arizona State University in 1997. He then joined the team at Price Kong, where he works in the Dental Practice Group providing tax planning, tax projections, preparing personal and business tax returns, and performing financial statement analysis. Dixon is a member of the Arizona Society of Certified Public Accountants (ASCPA). In 2005, he became certified in the state of Arizona.



VONNA BARNES, CPA, Tax Supervisor
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Vonna has assisted clients with their tax and accounting needs for over 16 years. She has extensive experience working with businesses in the healthcare, dental, legal, real estate, veterinary, and construction industries. Vonna's practice includes the preparation of corporate, partnership, individual, and trust and estate tax returns, as well as financial statements. She is also highly proficient with sales and excise tax; payroll tax; records management; cost allocation and cash maintenance; proper allocation of expenses; compliance dispute resolution; tax controversy; tax planning; and trusts and estates. Vonna earned a B.A. in accounting from Arizona State University (ASU) and a M.B.A., with accounting emphasis, from American Military University. She is an associate member of the American Institute of Certified Public Accountants (AICPA) and Arizona Society of CPA's (ASCPA). Vonna is also involved with the ASU Alumni Association, EO Accelerator, and a women in healthcare networking group. Prior to working in the private accounting sector, Vonna served four and a half years in the U.S. Marine Corps, including two years in Japan. She also served in Iraqi during Operation Enduring Freedom.



JAMES WESTFALL, CPA, Partner
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James Westfall joined Price Kong in 2007. He leads the firm's tax department and is head of its dental practice group. James has over 20 years experience working with healthcare practitioners. His primary focus is assisting dentists with industry-specific, tailored business solutions, and ensuring compliance with all tax regulations. He has an extensive background in business and personal taxes, and utilizes his knowledge of multi-state tax issues to assist clients in Arizona and throughout the United States. James earned a Bachelor of Accountancy from the University of San Diego School of Business.



VIOLET MICHAEL, Tax Supervisor
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Violet Michael joined Price Kong in 2005, but has worked in the accounting field for 18 years. She earned a bachelor's degree in accounting from New Mexico State University, where she minored in Spanish. In 2007, she received her master's degree in taxation from Golden Gate University. Violet's experience includes financial analysis and planning, financial statements and reporting, accounting policies and procedure, personal and corporate taxes, sales and use taxes, business and personal property taxes, and business process improvements. Violet has helped multi-million dollar clients get their business in compliance in all areas of tax. She has also worked with clients on their internal controls. Violet has established strong relationships with some of the firm's top clients. Her main focus is to ensure that the client's business is running smoothly and they are happy. Violet serves as treasurer on the board of the Central Arizona Dental Society Foundation. She also volunteers in projects for the Osborn School District, for which funds and supplies are raised to help children who live in this under-served area. Although a former board member of The Women's Enterprise Foundation, Violet continues to support fundraising efforts geared toward financing scholarships and grants for emerging women business owners.

ABOUT US

Price Kong was established in Phoenix in 1967. Since then, our team has grown to 50 professionals and includes fifteen CPAs. The depth of our attest and tax practices allows us to provide services to clients in numerous industries, of a wide-range of sizes, with revenues ranging from \$1 million to over \$500 million.

Price Kong is committed to providing personalized service and advice to our clients. Our full range of accounting and consulting services enables us to assist clients with understanding their unique situation and ensure they receive expert support, regardless of the engagement or project.

We are members of the “Private Companies Practice Section” of the AICPA. Our membership ensures that we evaluate our practice annually and have an outside peer review every three years.

SERVICES

- Tax Compliance
- Tax Strategy
- Audit
- Review and Compilation
- Forensic Accounting
- Technical Accounting Services
- Interim CFO and Controller Services
- Business Valuation
- Treasury and Capital Management
- Financial Analysis

VALUES

- Providing high quality auditing, accounting, tax, and business advisory services
- Contributing to our community and the accounting profession
- Growing and maintaining our local identity and personal relationships with clients and business partners that are the foundations of our practices
- Providing efficient and effective services

PRICE KONG ADVANTAGE

Our firm differentiates itself from other accounting firms in the following ways:

- Our size ensures that you will receive the attention you deserve and that all of your needs will be accommodated. Our audit and tax teams are in constant communication with our clients to address potential audit and accounting issues before they arise.
- Partner and manager involvement with our clients is how our practice has grown. We are committed to partner and manager involvement on all our engagements. They meet frequently with clients to learn about changes in their businesses and provide guidance. Your engagement manager coordinates the planning, fieldwork, and reporting aspects of the engagement, while being closely supervised and supported by the engagement leader.
- You will have consistent personnel on your engagement. Our personnel are more experienced than other firms, and this experience benefits you with efficient service and suggestions for improvement. We do not have a rotation policy for any staff level, as we believe continuity is a significant benefit to our clients.
- Price Kong is a member of the Allinial Global Network, a group of 100 firms in the United States and Canada, and 300 firms worldwide. This network allows us to draw on the experience of professionals around the nation, and when appropriate, utilize these firms as an extension of our practice. It is a great resource for any unusual projects or issues that might occur in other jurisdictions.
- In addition to direct communication with clients on a regular basis, we often send out alerts concerning updates on changes or issues that may impact their personal or business finances.