



A FINANCIAL PARTNER WHO'S ON YOUR SIDE

At Meridian, we understand that your accounting firm has unique needs. Whether you're starting out or growing your business, it's important to have a financial partner who's in touch with the accounting industry and can provide tailored solutions that will support your business through every stage.

NEWLY QUALIFIED ACCOUNTANT

When going into business for the first time, there are some economic considerations to take into account, such as:

- Launching your own firm, or purchasing a partnership in an existing one.
- The investment you will need to make in technology and systems.
- Getting the right staff on board that have the specialist expertise you need.
- What you're aiming for in terms of your work/life balance, such as creating flexible schedules that allow you to make the most of your professional and personal lives.
- Repaying your student loan.

AN ACCOUNTANT LOOKING TO GROW THE BUSINESS

At Meridian, we can offer you financial solutions for:

- Updating your technology.
- Working capital to hire additional staff to add expertise in a growing market.
- Moving your premises to a better location or buying your own premises.
- Opening an additional branch in another region, or merging with an existing one.
- Investing your cash reserves.

MANAGING YOUR CASH FLOW

Going into business for yourself means you'll enjoy flexibility with your schedule. To effectively balance your practice and your personal life and to get the most out of both, you'll need a good cash flow management system. Meridian has a number of business solutions in place that will help you manage your cash flow needs. It means that you can spend more time focusing on what you do best – fulfilling your clients' accounting requirements – without having to worry about what's happening with your money. Also, unlike other financial institutions, you will have immediate access to a dedicated Senior Wealth Advisor to help keep you on track as your practice grows.

DID YOU KNOW...

Chartered Professional Accounts Canada (CPA Canada) reports that there is a high demand for qualified professionals in Canada:



“Canadian CPAs are well-paid professionals who are in demand around the world. With a Canadian CPA designation, you can be sure that you’re trained to meet Canadian and international market needs and that there is always room to grow.”
CPA Canada *

Compensation is also a good reason to become an accountant, with a mean average compensation of about \$141,000. CPA Canada reports that mining, and oil and gas led most sectors with mean averages of \$194,000 and \$203,000, respectively.

AT MERIDIAN, YOU'RE NOT JUST ANOTHER BUSINESS

We're very aware that you're not just another deal. We understand that we're dealing with your hopes and dreams, and that what we can offer you has a profound effect on your lives. When you come to us, we're going to view you as individuals, from reviewing your application to supporting you as your business partner.

Since we offer student loan packages as well as business solutions, we'll be with you for the whole journey – from entering your first year of accounting study to completing your education, to launching your first firm and then helping you grow it.

WE'LL FIND A SOLUTION

Where banks may have responded with a flat “no”, at Meridian we'll do our best to come up with a solution. We're interested in becoming your business partner, not just a supplier. If you make the switch to Meridian, we look forward to taking care of as much of your financial needs as possible, and we're always on hand to offer advice.

It's the assistance with decision-making that's important, not just quoting a price.

When we say there are no dumb questions, we really mean it.

We're really keen to help you complete your education, launch your practice and enjoy the rewards. We really are big on small business, so contact one of our advisors to find out how we can join you on your business journey.

For more information about our Professionals program: visit meridiancu.ca/professionals

To find an Advisor near you: visit meridiancu.ca/sbadvisor

Disclaimer

Please note that this is a guide only and should neither replace competent advice, nor be taken, or relied upon, as financial or professional advice. Seek professional advice before making any decision that could affect your business.

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* www.cpacanada.ca