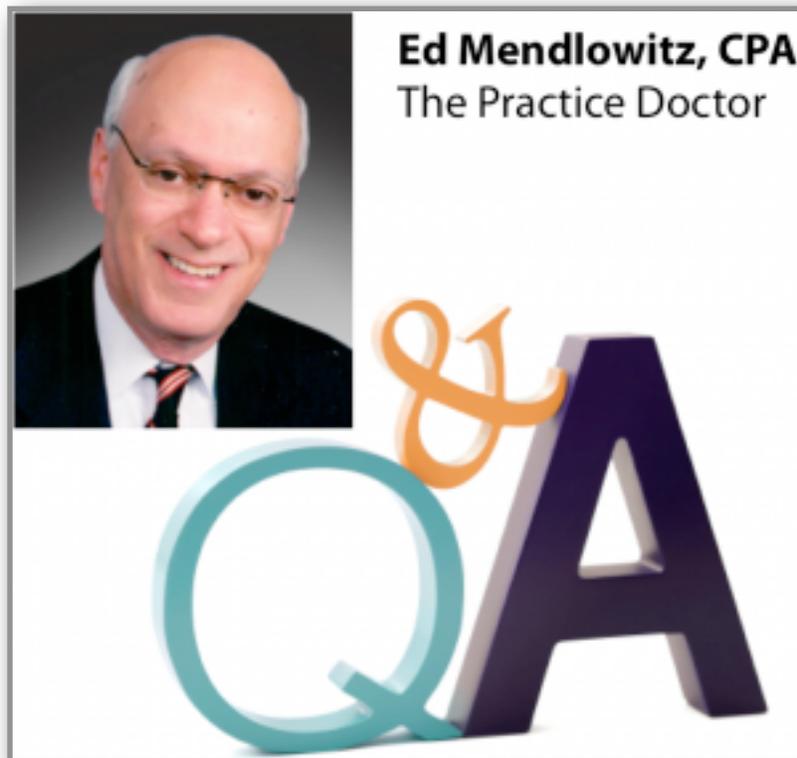


Implementing Fee Increases for 2013

*Current Pricing Strategies
to Run Your Business Like a Business*



Ed Mendlowitz, “The Practice Doctor,”
*answers practitioners’ critical questions
with sample client letters, checklists,
and illustrative schedules.*

CPA Trendlines Special Report

In this CPA Trendlines Special Report, Ed Mendlowitz, “The Practice Doctor” at CPA Trendlines, answers some of the most often asked questions about how to set fees and implement price increases.

About the author

Ed Mendlowitz is a partner in New Brunswick, NJ, office of Withum Smith + Brown and has over 40 years of public accounting experience. He is a licensed certified public accountant in the states of New Jersey and New York and is accredited by the American Institute of Certified Public Accountants (AICPA) in business valuation and as a personal financial specialist (PFS). Ed is also admitted to practice before the United States Tax Court and has testified as an expert witness in federal and state court regarding business valuations.

A graduate of City College of New York, Ed earned his bachelor of business administration degree. He is a member of the AICPA, the New Jersey Society of Certified Public Accountants (NJSCPA) and the New York State Society of Certified Public Accountants (NYSSCPA). In addition, Ed was a founding partner of Mendlowitz Weitsen, LLP, CPAs, which merged with WS+B in 2005. Currently, he serves on the NYSSCPA Estate Planning Committee, and was chairman of the committee that planned the NYSSCPA’s 100th Anniversary. The author of 16 books, Ed has also written hundreds of articles for business and professional journals and newsletters. He is the contributing editor to the *Practitioners Publishing Company’s 1998/1999 706/709 Deskbook*, and the *AICPA 2004 edition of the Management of an Accounting Practice Handbook* and is on the editorial board of *Bottom Line/Personal* and *Tax Hotline* financial newsletters. Appearing regularly on television news programs, Ed has also been quoted in numerous major newspapers and periodicals in the United States. He is the recipient of the Lawler Award for the best article published during 2001 in the *Journal of Accountancy*.

Ed is a frequent speaker to many professional and business groups, including the AICPA, NJSCPA, NYSSCPA, American Management

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Association, the National Committee for Monetary Reform, University of Medicine and Dentistry in NJ and many more. For 11 years, he taught courses on financial analysis, corporate financial policy and theory, monetary and fiscal policy and managerial accounting in the MBA program at Fairleigh Dickinson University.

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About CPATrendlines

CPA Trendlines is the online home of the freshest research and actionable intelligence in the tax, accounting and finance professions.

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