

AT WILDER ACCOUNTING IN OVIEDO, DOLLARS AND CENTS ARE important, but family is what matters most. Those words of wisdom don't just apply to the Wilder family itself, however. When it comes to serving Wilder Accounting's many clients, Daniel, Jack, and Mary Alice Wilder and their professional staff live by another tried-and-true golden rule: treat those clients just as they would want to be treated and care for clients just as deliberately and passionately as the Wilders care for each other.

"We serve clients of all sizes, including corporate clients, but we have a special place in our hearts for the mom-and-pops, the family businesses," says Daniel, the second-generation Certified Public Accountant (CPA) in the family, who is in the process of succeeding his father Jack who founded the firm 34 years ago.

"Small-business accounting is a niche market in which we have a lot of expertise. We love to help nurture small businesses and help them grow. It gives us tremendous satisfaction to see business owners succeed. They become like members of our own family."

A specialty in small-business accounting means the Wilders receive new clients at all stages of business life. Wilder Accounting can help a brand new business begin the journey to prosperity with a foundation of sound accounting under its feet. Alternately, established small-business clients often seek out Wilder Accounting when their books have simply become too cumbersome to manage in-house.

"Often a small-business owner, like an auto mechanic, will come to me exasperated and say, 'I don't know anything about accounting.' I tell them that is perfectly OK, because I don't know anything about fixing cars," Daniel says. "We can help that business owner by doing what we're best at so they can focus on building their business by doing what they're best at."

Tellingly, a large portion of Wilder Accounting's new clients are those who've worked with other accountants in the past and are seeking a new perspective on their finances. This is especially common right now as tax season looms. Those clients quickly discover a refreshing change from the typical accountant/customer relationship.

"We're different in big ways and in small ways," Daniel confirms. "For one thing, we don't nickel-and-dime our clients. Often, when clients call their accountant with a simple question, the meter starts running the instant the accountant picks up the phone. We don't bill our clients for routine questions or quick calls for advice. We're here to help."

That help takes many forms at Wilder Accounting and none more significant than the firm's commitment to reduce a client's tax liability while simultaneously minimizing the chance of an invasive IRS audit. Accomplishing both of those seemingly opposing goals takes equal parts wisdom and gumption in an accountant. Wilder Accounting has plenty of both, and the firm came by them honestly.

Before starting his Oviedo firm, founder Jack Wilder spent 13 years as a supervising internal auditor at the IRS, giving him intimate knowledge of how the IRS operates, how it targets returns for potential audit, and how to avoid the nightmare altogether.

That priceless IRS knowledge has been passed from father to son, and Daniel's awareness of IRS operations is more valuable than ever today, because taxes, the IRS, and healthcare are suddenly intertwined. Suffice it to say, the new healthcare laws and their tax implications are a major source of concern and confusion for owners of businesses large and small.

"If you don't know what in the world new IRS/healthcare regulations are all about, don't worry, because we do," Daniel says. "We can guide clients through the accounting ramifications of the new healthcare laws and make sure they are in complete compliance and are getting all the credits they deserve."

For those who do business with Wilder Accounting, it really is a case of one family looking after another. And just as Wilder Accounting has guided countless clients through the bookkeeping implications of a business transition from one generation to the next, the firm is engaging in just such a transition itself. But don't worry. Jack isn't ready to close his ledger just yet. Transferring a lifetime of knowledge from father to son is a process not to be rushed, and because the Wilders care for their customers just like family, all involved can be sure the very best days for the company and its clients are ahead.



*In a "family business," family comes first.  
Jack, Mary Alice, Katie, and Daniel Wilder at Daniel and Katie's home in Oviedo.*