

MBV Podcast Episode 22 with Susan Bryant, CPA

TOM

Host	Tom Bronson, CEO Mastery Partners
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Company	Mastery Partners
What he does	<p>Tom is the founder and President of Mastery Partners, a company that helps business owners maximize business value, design exit strategy, and transition their business on their terms. Mastery utilizes proven techniques and strategies that dramatically improve business value that has been developed during Tom's career 100 business transactions as either a business buyer or seller. As a business owner himself, he has been in your situation a hundred times, and he knows what it takes to craft the right strategy. Bronson is passionate about helping business owners and has the experience to do it.</p>
Tom LI	https://www.linkedin.com/in/tom-bronson/
Tom Mastery Partners LI	https://www.linkedin.com/company/mastery-partners/
Tom Facebook	https://www.facebook.com/masterypartners
Tom's book on Amazon	https://amzn.to/2AvazXT
website	www.masterypartners.com

GUESTS

Name	Susan Bryant, CPA Principal MB Group
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Company	MB Group
What they do	Building on her experiences as an auditor, Susan works with clients to bring efficiency and discipline to the accounting function in their businesses through the use of our outsourced services. She thrives in crafting personalized and innovative strategies that allow business owners the freedom to dream big, focus on growth, and plan for taxes. As principal for MB Group, Susan has helped MBG to steadily grow to serve over 600 business owners, solopreneurs, and high net worth individuals. Outside the office, you'll often find her in the kitchen cooking up a new recipe or running to keep up with her two teenage daughters.
Guest LI	https://www.linkedin.com/in/susansbryantcpa/
Company LI	https://www.linkedin.com/company/the-mb-group-llc/
Company FB	https://www.facebook.com/thembgroupllc/
Guest website	https://mbgcpa.com/
MKTG contact	Diona Lovejoy diona@moderndrivenmedia.com
MEDIA	
Podcast link	https://www.buzzsprout.com/997597/5318611
LI article	
Newsletter	
youtube	https://youtu.be/QCy6_OL2OPc
Blog title	

Blog post link	
Topic	Finances
Episode Title	Is Your CPA a Trusted Advisor? How CPA's Help You Maximize Business Value with your Finances
Episode Description	<p>Is your CPA a trusted advisor to you? They should be. In this episode, I'd like to welcome our guest Susan Bryant, CPA, who is a principal at the MB Group, a CPA firm, based in North Texas. I met Susan a few months ago in a professional networking group called ProVisors. Let me start out by saying that not all CPAs are cut from the same cloth. Some are bookkeepers, some do taxes, and then there are some who really look at accounting as a calling to help their clients be better. They take a surrogate CFO role in the businesses they serve, and they truly are trusted advisors. That's how Susan and the MB Group work. I network with lots of CPAs because they are typically close to my prospective clients - business owners. I explain what we do, and offer my services for their clients thinking about transitioning their business. Susan is the first CPA who, after hearing what we do at Mastery Partners, who said "oh my gosh, my clients really need your help!" She really understands why every business owner needs to have a solid exit strategy.</p> <p>You can also check out our live webinar we did together here or to watch us on video, you can find us on the Maximize Business Value youtube channel along with many other resources.</p> <p>Building on her experiences as an auditor, Susan Bryant works with clients to bring efficiency and discipline to the accounting function in their businesses through the use of our outsourced services. She thrives in crafting personalized and innovative strategies that allow business owners the freedom to dream big, focus on growth, and plan for taxes. As principal for MB Group, Susan has</p>

helped MBG to steadily grow to serve over 600 business owners, solopreneurs, and high net worth individuals. Outside the office, you'll often find her in the kitchen cooking up a new recipe or running to keep up with her two teenage daughters.

[Tom Bronson](#) is the founder and President of Mastery Partners, a company that helps business owners maximize business value, design exit strategy, and transition their business on their terms. Mastery utilizes proven techniques and strategies that dramatically improve business value that was developed during Tom's career 100 business transactions as either a business buyer or seller. As a business owner himself, he has been in your situation a hundred times, and he knows what it takes to craft the right strategy. Bronson is passionate about helping business owners and has the experience to do it. Want to chat more or think Tom can help you? Reach out at tom@masterypartners.com or check out his book, [Maximize Business Value, Begin with The Exit in Mind \(2020\)](#).

[Mastery Partners](#), where our mission is to equip business owners to Maximize Business Value so they can transition their business on their terms. Our mission was born from the lessons we've learned from over 100 business transactions, which fuels our desire to share our experiences and wisdom so you can succeed.

Transcript complete

<https://www.masterypartners.com/transcripts>

Other Resources Mentioned

Podcast Tags

Sales, Maximize Business Value

Maximize Business Value book

<https://amzn.to/2AvazXT>

Podcast Description

A podcast for business owners who are passionate about building long term,

sustainable value in their businesses - and ultimately transitioning on their terms. The Maximize Business Value Podcast is hosted by Tom Bronson, CEO of Mastery Partners. Mastery Partners equips business owners to maximize business value so that they can transition on their terms. Check us out at masterypartners.com.

TAGS

[#maximizebusinessvalue](#) [#businessowners](#)

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