



# Real Cont-Audit de 16 ani

Auditori financiari - Experți contabili - Consultanți fiscali

## OUR STORY

**REAL CONT AUDIT** turned 16 on April 5<sup>th</sup> 2020. Our project started as a beautiful dream. With passion, efforts, and perseverance, by developing and improving ourselves every day.

**We believe that these were 16 beautiful years during which we did something dear to our heart.** In this moment, we can say that we are an important integrated accounting service supplier for both our business partners and our future clients.

*'If you like what you do, it will never feel like working' – Sun Tzu – Chinese general and strategist*

From the beginning, REAL CONT-AUDIT had one clear mission: providing the best **premium level accounting** services, exclusively dedicated to the business environment in Bucharest.

This goal was clearly reached by reducing to a minimum the transfer time of documents, by guaranteeing the safety of registrations in the accounting computer system, so that services are provided in a safe and trustworthy manner.

During all these 16 years of REAL CONT-AUDIT's activity in the field of accounting services, we wished for our company to gain the trust and appreciation of our clients.

We are happy to say that the services provided by REAL CONT-AUDIT are today at their highest standards of expertise and professionalism, being appreciated by an increasing number of clients.

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## GOALS

An important stage in the evolution of our company was the publishing of our website [www.realcont.ro](http://www.realcont.ro) back in 2010. During a short while, the number of clients for which Real Cont Audit provided externalised accounting services increased; our collaborators now include both companies in Romania and abroad, self-employed, but also natural person entrepreneurs.

We believe that the **Internet** enabled and eased our activity-specific tasks both by the opportunity to become known to our potential business partners, but also by the possibility to submit statements, balance sheets, and reports to ANAF (The National Fiscal Administration Agency).

We promote ourselves via the Internet, namely by Google AdWords.

We recently inaugurated our blog, which helps us get noticed by our target audience, together with our 2 Facebook pages.

All of these opportunities make us wish to perform better day after day, all through the following years.

We are determined to increase the efficiency in communication, the fast submission of information, as well as the level of responsibility in our relations with our business partners, but also towards the financial institutions to which we are obliged to submit the various statements or reports.

Following assessments performed during past years, REAL CONT-AUDIT chose to improve its presentation manner and professional relations with our current and future clients by changing the communication strategy.

This is the reason behind our interest in a more active presence on social media via platforms like Facebook, Twitter, or Instagram.

We consider that these communication tools enable the information and opinion exchange with our audience, by rendering higher transparency, responsabilisation, and predictability of the business environment.

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## **REAL CONT AUDIT TEAM**

A beautiful and successful story started in 2004 out of a strong passion for accounting sciences, blended with the great experience and high professionalism of Ms. General Director; it had quite a shy debut during the first 3 years of the Company's activity, but started to take shape by generating career opportunities for our colleagues, but also management solutions for the business partners that trusted us.

**We believe in long-term relations based on trust, respect, and the availability to serve the other.**

*A group that evolves is a Group that anticipates, that knows how to give trust, in which expertise is being built around its collaborators. This economic success is not a result of chance, but the result of a joint effort, spanning over several years.*

Jacques Landriot

former President and General Manager of **Up Group** France

One of REAL CONT-AUDIT's priorities was to attract young and ambitious economists to our company, tenacious, assiduous, and eager to work on their professional progress. We were at times successful; at other times, we were not.

Those who remained by our side proved the consistency of our efforts, showing willingness to improve from a professional perspective by taking part in various specialisation courses, but also dedication to the success of the team.

We give thanks to all those who have been part of REAL CONT-AUDIT team over time and we appreciate their efforts.

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The logo for Real Cont-Audit features a stylized 'C' composed of two overlapping arcs, one yellow and one grey, positioned to the left of the main text.

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Also, even the newest colleagues are valuable persons, having proven that they are worthy to be part of our team. We are happy that they are young and willing to improve their training, both theoretically and practically. All our colleagues are graduates of specialised higher-education institutions, who have decided to pursue a Master's Degree after obtaining their Bachelor's Degrees.

**The key ingredient for success in any field is, naturally, perseverance. When one perseveres, success invariably follows, alongside professional recognition.**

We believe that, along perseverance, seriousness, tenacity, and responsibility are qualities needed to attain performance in any profession, and especially in accounting.

On the occasion of our anniversary, we wish to enter a new development stage of our organisation, a gradual growth stage, directed towards professional and economic performance, by which we provide the premises of a successful career, both from a social and from a human perspective, to those directly or indirectly involved.

**In parallel, we wish to continue the individual improvement programmes of our colleagues, by taking part in various professional training programmes supplied by private or institution business partners.**

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## ON OUR CLIENTS

**We know how hard it is to gain the trust of clients. That being said, we believe that above financial results stand the people and the good relations built based on sincere and honest communication.**

We boast being the business partners of successful entrepreneurs acting as:

- suppliers of medical equipment
- business and management advisors
- specialists in the electrical energy market transactions
- real estate contractors / developers
- young and creative IT developers
- IT and TELECOM solution suppliers
- construction and architecture professionals
- HORECA service suppliers
- tailoring and haute design professionals
- successful car service professionals
- life insurance and health field professionals
- land and sea transporters
- virtual secretarial service suppliers
- media support service promoters
- technical support suppliers for conferences and symposiums

The quality of the accounting services provided by REAL CONT-AUDIT over time and the personalised approach of clients (small and medium-sized companies, service providers, or self-employed) led to an increase in the number of our clients, year after year. The facilities designed to enable the access to our services resulted in building a stable client portfolio. This includes both small entrepreneurs and large companies. Many of them developed in the Romanian market, during the same time that we did. Staying by our side meant that we made our clients trust us and feel safe in our professional relations.

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## THE COMMITMENT OF REAL CONT AUDIT

During these 16 years, the activity of REAL CONT-AUDIT constantly improved, in order to adapt to the increasing needs of the market and in order to meet the requirements of the entrepreneurs in need of expertise for their projects, in view of a profitable development of businesses.

We grew up slowly but surely and we plan to continue that way and reinforce this trend in the future. During the financial crisis, we managed to keep our clients and even gain new ones, through the high-quality services provided, the very good fees, and the excellent team work.

We **shall** continue to be committed to the needs of our clients, in order to provide them with high-quality, added-value services, to allow our business partners to improve their potential, to maximise their operating profit via assessments, reports, and pertinent balance conclusions.

We have been providing our services in Romania since 2004. We have been facing various challenges for 16 years. We have been gaining experience for 16 years. We have been enjoying excellent relations inside our team, as well as with our clients and affiliates; that is why, after 16 years, we go on with our endeavours, based on our strong belief that all those having believed in us had their expectations met, and we wish to **preserve their trust via the professionalism and seriousness** that we have always provided.

**A big thank you** to all those that have supported us during these over 16 years of REAL CONT-AUDIT operations! Dear colleagues, partners, suppliers, **we would like to assure you that we will try our best to continue being worthy of the trust that you have granted to us.**

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