

Client: Birnbrey, Minsk, Minsk & Perling
Project: BM-BMM-1 (Website Content)
Document: BM-BMM-1 Website Content

How to Use This Document

1. If you would like to have sections of the copy revised, you can type your edits or add comments in this document and it will track the changes automatically. Please include all feedback in a single document reviewed by all necessary parties.
2. You can ignore any formatting, fonts, font sizes, and other design-related aspects of this document. Augmental has used a design that offers a simpler reading experience, but this may not be the way the copy looks on the webpage.
3. Augmental has included notes for your web designer in brackets "{ }" and in certain comments, which you can also ignore.
4. Augmental has suggested links for the designer to include using arrow brackets "<<>>". For example, <<the company's approach<</approach/>> would look like this on the webpage: [the company's approach](#).
5. After your approval, Augmental may still go back and edit some of this copy slightly once all of the pages are complete to improve the flow of the site.

Recommended Navigational Menu

The navigational menu is the menu that stays visible at the top of the website and that allows you to get to the main pages in the site.

I recommend the following navigational menu labels for BMM&P's website:

- About BMM&P (links to /about)
- Services (links to /services)
- Industries (links to /industries)
- Client Resources (links to /client-resources)
- Contact (links to /contact)
- Make a Payment (link to be provided by BMM&P or designer)



Webpage: Home

URL: /

Title Tag: Birnbrey, Minsk, Minsk & Perling Accounting Firm | BMM&P CPA

Meta Description: With over 70 years of experience, BMM&P helps clients maximize their financial resources and realize their professional and personal ambitions. Learn more.

Birnbrey, Minsk, Minsk & Perling

The Power of Relationships

Supporting Clients with Seven Decades of Experience in Assurance, Advisory and Tax Services

BMM&P helps clients maximize their financial resources to realize their professional and personal ambitions. Explore the services we provide, find out about the industries we support, and learn more about our firm and leadership.

| <<Services<</services>> | <<Industries<</industries>> | <<About BMM&P<</about>> |
|--|--|---|
| BMM&P provides expertise in a range of financial and accounting activities for businesses and individuals. | Our experience in a variety of industries allows us to offer financial and tax guidance specific to each client's needs. | Established in 1946 by Henry Birnbrey, our firm's founding principles continue to guide our work and our commitment to clients. |

Education. Consultation. Preparation.

Relationships have been the foundation of BMM&P's work since the beginning. Our mission is the genuine care of and personal service to our clients. We are only rewarded to the extent that we add value to those we are privileged to serve.

Clients benefit from our firm's 70-plus years of experience and our uncommon dedication to their needs. We are an expert, engaged, and informed partner in assurance, advisory, and tax matters.

Over our history, we have led generations of clients from the decision to open their business to their growth into billion-dollar companies to retirement and the transition of leadership. We have advanced with the progress of technology, trends, and changes to financial and tax



regulations. We have never forgotten nor never will forget our roots: providing expertise, personal service, and value-driven solutions.

An Overview of Our Firm

Birnbrey, Minsk, Minsk & Perling, LLC is a firm of certified public accountants with membership in the Georgia Society of Certified Public Accountants, the American Institute of Certified Public Accountants, and the International Network of Accountants and Auditors (INAA).

Principally, we serve the audit, accounting, tax, and consulting needs of closely-held businesses (no matter their size) operating in a wide variety of industries. Our professionals guide companies from small businesses to industry leaders, consulting them about daily accounting challenges and strategic financial concerns and serving as a reliable and honest advisor.

Our work includes financial consulting and personal tax preparation. Clients often engage us for these services based on the success and trust we have established in other areas. Whether prospective clients are exploring yearly tax planning or ongoing business services, we welcome the opportunity to learn about their needs.

<<Contact BMM&P<</contact>>

Webpage: About Birnbrey, Minsk, Minsk & Perling

URL: /about

Title Tag: About Birnbrey, Minsk, Minsk & Perling | BMM&P CPA

Meta Description: For more than 70 years, Birnbrey, Minsk, Minsk & Perling has served clients with expertise in accounting and a personal commitment to their success. Learn more.

About Birnbrey, Minsk, Minsk & Perling

For more than 70 years, Birnbrey, Minsk, Minsk & Perling has served clients with expertise in accounting and a personal commitment to their success.

As our relationships with businesses, individuals, and families have grown, so has our firm expanded in its resources and capabilities. Our <<areas of service<<services>> include assurance, advisory, and tax, and we have extensive experience in a <<variety of business industries<<industries>>.

Through it all, our accounting services have always remained a partnership with each client: consultative and personal and never transactional in nature. We endeavor to guide clients in ways that make the greatest impact on their businesses and their lives. To our professionals, these relationships are the equity and the heart of our firm.

The BMM&P Approach

Expert and informed. Our certified public accountants are authorities in the field and leaders in professional organizations. We leverage this background to be proactive and not reactive, helping clients be ready for challenges and take advantage of opportunities.

Focused on preparation. We see that our mission includes educating clients in accounting and finance-related matters. Empowering clients with knowledge and advice allows them to make the best decisions for their businesses and families.

Sized for service. BMM&P is as involved as each client prefers and never pushes extraneous offerings. From <<tax preparation<</services/business-tax>> to <<consulting<</services/financial-consulting>> to <<financial assurance<</services/financial-assurance>>, we are capable of supporting their needs.

Accessible and responsive. By exceeding our clients' expectations for service, we prove ourselves as partners in their accounting and financial matters.

Our Founding History

Henry Birnbrey, the founder of our firm, embodies the spirit of our practice: a commitment to the highest professional standards, a personal stake in the wellbeing of our clients, and enduring dedication to our community.

Henry escaped Nazi Germany on an emergency visa procured by his family, one of the "One Thousand Children" rescued and brought to the United States between 1934 and 1945. Henry's father died in early 1939 after being arrested and severely beaten on *Kristallnacht*. Shortly afterward, Henry lost contact with his mother, who also died.

When World War II began, Henry enlisted in the U.S. Army. He participated in the D-Day invasion, fought in the Battle of the Bulge, and was part of the advance on Magdeburg, Germany.

At the end of the war in Europe, Henry worked as an interpreter in counter-intelligence interviews before returning home with his division. He established his accounting practice in 1946 after recognizing the growing needs of local merchants, retailers, and grocers in the South.

In the seven decades that have followed, Henry and his partners, supporting accountants, and staff have grown our company into one of the most respected accounting firms in the country. Henry continues to serve as our leader and remains an active part of the Jewish, Atlanta, and accounting communities. We invite you to learn more about his story on the website for the <<William Breman Jewish Heritage Museum<<<https://www.thebreman.org/Research/Cuba-Family-Archives/Oral-Histories/ID/1949/Birnbrey-Henry>>>.

Webpage: Healthcare Industry

URL: /industries/healthcare

Title Tag: Healthcare Industry | BMM&P CPA

Meta Description: Clients of Birnbrey, Minsk, Minsk & Perling include sole practitioners, medical practices, and hospitals that support the range of healthcare services.

Healthcare Industry

Clients of Birnbrey, Minsk, Minsk & Perling include sole practitioners, medical practices, and hospitals that represent the range of healthcare needs, from ophthalmology to physical therapy. Some common areas we support include:

Compliance. BMM&P assists clients in launching or restructuring their medical practices, keeping them in line with healthcare law and federal and state tax regulations.

Taxation. Engagements often include <<business tax consulting<</services/business-tax>>, whether clients want to compare the advantages of different entity structures, make certain they are following tax law with their salary structure, or save on the costs of social security and Medicare.

Compensation. Medical practices may require specific financial metrics to determine shared expenses, salaries, and bonuses for their partners. BMM&P helps clients calculate compensation and verify the accuracy of internal figures.

Mergers and acquisitions. Our firm frequently assists healthcare businesses with <<merger and acquisition activities<</services/mergers-acquisitions>>. We can provide internal valuations and participate in negotiations to ensure that clients receive a beneficial deal.

Retirement planning. BMM&P accountants can assist clients in <<maximizing their retirement savings<</services/financial-consulting>>, addressing debt, and preventing cash shortages.

BMM&P and Healthcare Accounting

Healthcare companies benefit from our firm's long experience in the industry and our general expertise in accounting. We guide clients in making decisions now that can promote their success in the short term, encourage their growth, and prepare their business for the future.

One of the biggest reasons that healthcare companies rely on BMM&P is that we are more engaged in and more knowledgeable about their business than the typical accounting practice. Rather than making assumptions that internal numbers are accurate or filing returns without



detailed analysis, we work hand-in-hand with clients to identify their needs, potential concerns, and opportunities for savings or <<tax credits<</services/business-tax-credits>>. Our firm believes that every client deserves this type of personal attention and service.

BMM&P encourages healthcare businesses to learn more about our offerings by <<getting in touch<</contact>>.

Webpage: Real Estate and Construction Industries

URL: /industries/real-estate-construction

Title Tag: Real Estate and Construction Industries | BMM&P CPA

Meta Description: From builders to landlord clients to real estate investment partnerships, Birnbrey, Minsk, Minsk & Perling supports companies with a range of accounting needs.

Real Estate and Construction Industries

Real estate and construction businesses represent a large portion of Birnbrey, Minsk, Minsk & Perling clients. From the biggest homebuilders in the Southeast to landlord clients throughout the U.S. to real estate investment partnerships, we support companies with a host of needs, including [financial consulting](#) and [business tax planning](#).

Our work for real estate and construction businesses includes:

- Company and project audits.
- Cost studies and cost segregation.
- Calculations for percentage of completion.
- Accounting for buy-ins and buyouts.
- Supporting partnership interest acquisitions and sales.
- Assisting with 1031 exchanges and Opportunity Zone investment.

On an individual basis, we can also work with a client's wealth manager and personal attorney to [advise on the tax impact](#) of real estate holdings.

BMM&P and Accounting for the Real Estate and Construction Industries

Over our 70-plus year history, BMM&P has gained extensive experience in financial management and accounting for real estate and construction. With this background, we are able to act as partners in each project's development.

Our firm's professionals are experts and leaders in these industries. We stay informed about rule changes and advise clients about how these revisions may benefit or affect them. Our



accountants are accessible, knowledgeable, and as engaged as our clients need them to be to achieve their goals.

Please <<contact Birnbrey, Minsk, Minsk & Perling<</contact>> by phone or online to learn more.