

# REASONS WHY COMPANIES SELECT EASY SR&ED CONSULTANTS TO ASSIST WITH THEIR SR&ED APPLICATIONS



"Why should we choose your services?" and "What distinguishes you from other options?"

Using Westjet's humble response (and others) we would say: "We know you have options, so thank you for selecting us."... Behind that, we are drawn to a culture, service and attitudes that resonate with our own.

At **EASY SR&ED CONSULTANTS** we believe that we "think" differently. It has to do with a combination of factors. We have:

- **KNOWLEDGE, EXPERTISE and EXPERIENCE** gained since 2010 in the dealing with SR&ED matters
- **KNOWLEDGE SPECIFIC to many industry segments including**
  - Oil & Gas
  - Electronics
  - Roads
  - Biomass
  - LED
  - Logistics
  - Distribution channels
  - Robotics
  - Anaerobic digestion, ethanol, DDG
  - Nutrition, nutraceutical, pharmaceutical
  - Cosmetics
  - Heavy equipment Renewable energy, solar, wind, biomass
  - Aerospace – ATC
  - Infrared
  - IT, software & hardware, simulators
  - Water / Waste Water / water remediation
  - Climate change
  - Agriculture – crop and animal science, irrigation, apiary, grains, algae
  - Aquaponics
  - Hydroponics
  - Geodesic domes
  - Construction materials – SIP, MgO, insulation
  - HVAC – humidity control, energy efficiency, system controls
  - High tech manufacturing
- Staff immersed in **SCIENCE** and familiarity with research processes
- Broad **EXPERIENCE** acquired by working in multiple industry segments spanning many years
- Our **INTEREST** and **CURIOSITY** across a broad spectrum of technologies
- The ability to **RELATE** to people at all levels within the organization

- The **ABILITY to ASK QUESTIONS** and **LISTEN** that help to uncover where the research is taking place and to meaningfully understand underlying processes which enable us to create the needed technical reports
- Understanding **ACCOUNTING** and processing the variety of CRA SR&ED application schedules
- Our ability to produce good **TECHNICAL REPORTS** that are accepted and at times commended by CRA reviewers
- **SYSTEMS** and **PROCESSES** that we have put in place that support processing of client applications
- We have developed a **SR&ED REPORTING AND TRACKING TOOL** that assists them with tracking R&D activities throughout the reporting cycle – AND, gives our clients feedback on the value of their SR&ED application in “real time”. This enables much more efficient documenting / reporting of the project R&D activities, and has the potential to dramatically reduce organizational time spent in compiling information for the SR&ED application. See [www.sredtracker.ca](http://www.sredtracker.ca) .
- Our **CONFIDENCE** to represent you well and deliver solid **VALUE**.
- Being a small boutique company focused on SR&ED we are **RESPONSIVE**  
We have clients telling us that in having worked with larger accounting firms i.e. the big 4, points of contact may change and the process of getting a claim filed may take considerably longer... translating to that by working with us, you are likely to get your money back sooner.
- **TRACKING YOUR APPLICATION** with CRA after it has been submitted and keeping you informed regarding the status of your claim.
- **Maintaining RELATIONSHIPS with CRA staff.** We have had working relationships with over 100 staff at CRA – SR&ED Division, in support of our client’s claims. The relationship and respect earned through these relationships become particularly important in advocating for our clients when information in files are challenged.
- We **CARE** about our clients and their success and try to find other ways of adding **VALUE**, often by connections through our own network of contacts.

We look forward to the opportunity of serving you.

Sincerely,

*Stan*

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