

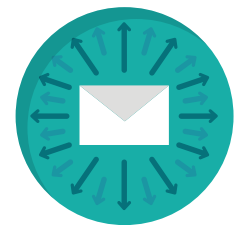
# Top Accounting Firms – How They Win?

Each year, the top accounting firms earn the Best of Accounting™ Award if they can prove superior service quality. The competition is fierce and whether or not a firm wins the award relies completely on the ratings given to them by their existing clients.

## Here's how Inavero determines the top accounting firms:

### STEP 1: ONLINE SURVEYS SENT

On behalf of each participating accounting firm, Inavero sends an electronic satisfaction survey to the firms' clients. The survey is designed to gauge the clients' satisfaction level and asks how likely they are to recommend the firm to a friend or colleague. Check out [more information on award eligibility](#).



### STEP 2: RATINGS COLLECTED

Each accounting firms' survey responses are calculated and validated by third party research firm and competition administrator, Inavero.



### STEP 3: BEST OF ACCOUNTING AWARD EARNED

Inavero determines the minimum satisfaction score that accounting firms must earn to be awarded Best of Accounting. Each year the minimum score for firms is significantly higher than the industry average.

