

BRIAN GORDON, CPA

Sanders Thaler
Viola & Katz LLP



Brian Gordon, CPA, is director of state and local taxes at Sanders Thaler Viola & Katz LLP, which has offices in Jericho and New York City. Gordon's primary function is audit representation and tax controversy.

The reason that accountants become certified – become CPAs – is that this certification implies that an accountant can be trusted, Gordon said.

"In addition to technical proficiency, it implies integrity," he noted. "Integrity is the most important thing that a client should expect from their accountant. Integrity isn't a quality that can be proven on an exam; it has to be proven over time in life and work experience."

The client is putting his/her financial life in the accountant's hands, Gordon explained.

"They must be able to rest assured that we have their best interest in mind," he said. "My primary function as director of state and local taxes is tax controversy and tax audit representation. A client can trust that when I am representing them in a tax dispute with New York State, that I use my knowledge and experience to present their position as if it was my own tax audit or liability, to obtain the best result possible."

Prior to joining the firm, Gordon was with NYS Department of Taxation and Finance for many years as district audit manager in Manhattan and Brooklyn,

where he worked on many high profile residency audits.

Gordon is a member of the NYSSCPA New York, Multistate & Local Taxation Committee and is a frequent writer for the NYSSCPA publication *Tax Stringer*. He has also been quoted in other publications including *Forbes*.

Gordon is a frequent speaker on various state and local tax issues and posts a monthly blog on the firm's website.

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The firm also provides income tax preparation for all types of businesses, individuals and not-for-profits; business start-up services; bookkeeping and accounting services; financial statement preparation for businesses; attestation engagements, including audits, reviews and compilations; audit representation; business tax filings, including payroll and sales tax; and merger and acquisition services.