

## News You Can Use

Clairmont Paciello & Co., PC

610-265-4122

[lisa@cpfinancial.com](mailto:lisa@cpfinancial.com)

### Why Is a Home Inspection Important?

Even though you may not want to spend \$300 to \$500 on a home inspection once you are under contract to buy a home, there actually are several reasons why the cost of a home inspection is the best part of your investment. The critical information that a home inspection reveals regarding the condition of a home will make you aware of any costs of repairs needed, either right away or in the future.

A home inspection will also reveal any parts of the home that are not built to code. It presents an opportunity to withdraw from the deal if the property condition is not satisfactory and the seller is unwilling to negotiate to correct insufficiencies prior to closing or making any compensating adjustments to the selling price.

For a buyer who is planning to upgrade or remodel a home, a home inspection is a valuable tool in planning and budgeting for the desired work to be done. The results of the inspection will help determine if the costs are reasonable and if the buyer wants to move forward with the purchase.

Buyers are encouraged to be present for inspections so they can see the inner workings of their prospective new home. Home inspections are also a great source of providing maintenance tips for the home.

An inspection is helpful in making sure that the right insurance coverage is obtained. If certain certifications are needed, the home inspector can help provide what insurance companies require.

### Are You Growing Your Business with Video?

Online video content has become the keystone of a successful marketing strategy. According to marketing statistics collected by InVideo, in 2020, consumers increased their video viewing by 96%, and 60% of these viewers report preferring to watch curated online content over live television. If you aren't yet harnessing the power of this medium, here's why it's time to take note.

**Cost-effectiveness.** Most videos can be easily produced with your smartphone and shared across free platforms, making it one of the most cost-effective lead generation tools. In fact, 80% of marketers who use video say that it has directly led to an increase in sales.

**Visibility and engagement.** Gain the edge on your competition with the market visibility video facilitates. With business profiles composing one-third of Instagram's top-watched "stories," video gives a relatable face to your brand that helps to keep your customers personally engaged in between transactions.

**Sales generation.** By 2022, 82% of the average business's website traffic is expected to come from video streaming. With 40% of global shoppers saying that they have purchased products they first discovered on YouTube as well as marketers experiencing a 66% improvement in generating qualified leads, the impact video can have on your sales pipelines is astounding.

**Message retention.** Visual communication allows you to communicate complex topics in a more high-impact way with the ability to say more with less. As an added bonus, your marketing message will also have a greater impact with viewers better able to retain the overall message, increasing from just 10% message retention when reading text to an incredible 95% retention rate through video.



*Never get so busy making a living that you forget to make a life.*  
Dolly Parton

## Worth Reading

### Corporate Transparency Act

We sent out information regarding this new reporting for Business Owners. If you are unsure if you need to file this form, please contact the office.

### Save the Date for our Shredding Event



**October 5<sup>th</sup>, 2024**

**9:00 AM to 12:00 PM**

**Location:**

**Valley Forge Presbyterian  
Church Parking Lot  
behind church (off  
Independence Rd)  
King of Prussia PA 19406**



**Did you  
move? Or change email  
addresses?**

**Please update our office  
with any changes.**



## The Four-Day Working Week Is the Future - Here's Why

Spain began a revolutionary trial of the mythical four-day working week. But as the idea steadily gains ground globally, myth is slowly turning into reality for thousands of workers.

Touted as a means to increase productivity, fight climate change and support workers' mental health, the proposal has gained new traction following the pandemic, which has brought issues such as burnout, work-life balance and wellbeing into sharp focus.

Contrary to popular belief, the four-day work week suggests that working fewer hours doesn't necessarily mean a reduction in productivity. According to a 2017 trial of a six-hour working day in a nursing home in Sweden, working fewer hours for the same pay led to a 10% reduction in sick leave and improved quality of care for the patients.

The New Economics Foundation, a British think tank, has long supported the concept. For one, it points out that countries with shorter working hours tend to consume less energy and leave a smaller carbon footprint. Moving out of the fast lane and into slow, sustainable living may be a contributing factor.

If implemented properly, the move towards a shorter working week would also positively contribute to social and economic quality, easing dependence on debt-fueled growth.

The Netherlands and Germany have shorter working weeks than the UK and the US, yet their economies are stronger. Redistributing working hours equally across an economy would also lower unemployment.

The benefits would be felt inside the home, too. Parents would be better able to balance their time, spend less on childcare and spend more quality time with their children.

There'd be more time and care for families, friends and neighbors, strengthening familial and community bonds.

### *Welcome New Clients and Thank you for Referring*

We love giving recognition to our new friends and our wonderful existing clients who are kind enough to refer their friends and relatives to us! We are all helping each other, which is the whole point.

Over the last few months we were fortunate to welcome new tax clients and new business clients. They became members of our firm's accounting and financial planning family. We'd like to welcome them and thank all the people who have referred business to us.

As you may know, marketing for new clients costs a great deal of money, time and energy. We, like any business, need to get new clients to stay in business. Over the years, we have found that marketing takes away from the time we would rather be spending with you. We have learned that by encouraging you to refer your friends and relatives to us works for all of us. We help you, and you help us. Thank you.

# 6 Tips for Letting Good Employees Go with Compassion

Good employees are hard to find; having to let them go is even harder. How the layoff process is managed is critical for both the employee's wellbeing and for your company's reputation over the grapevine. Here are six tips to navigate these rough seas as gently as possible.

**Transparency.** Transparent leadership requires excellent communication and is often an overlooked component of compassionate leadership. Over time, being honest about the state of the business, ideally before considering layoffs, helps to maximize the chances your employee has a respectable and equitable experience.

**See the person beyond the employee.** Recognize that your employee is an influencer beyond their work community. They are also grandparents, parents, children, siblings, friends and neighbors who are likely to discuss their experience within their networks. Remembering the "whole person" can help you approach the topic with better sensitivity.

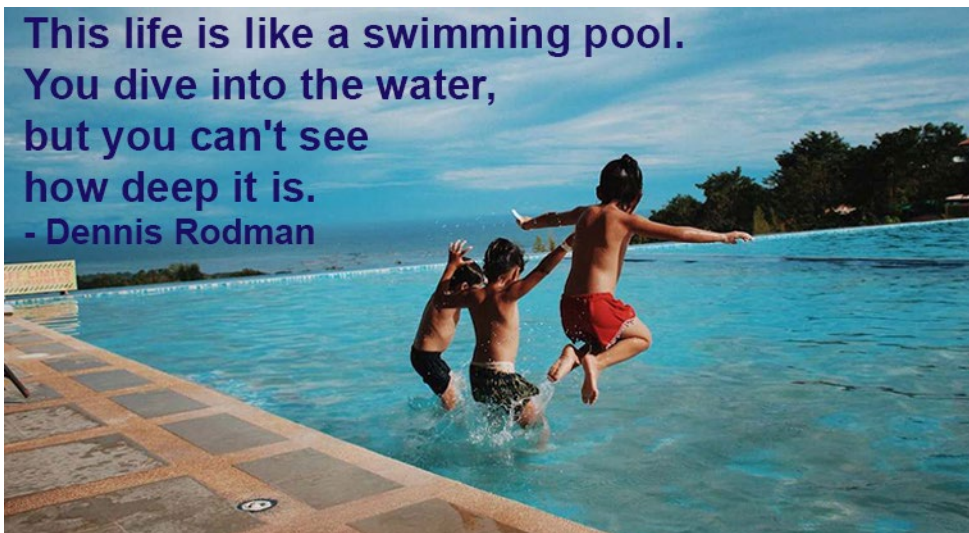
**Focus on strengths.** Highlighting unique talents and honoring specific contributions sets the tone of respect and also provides a deserved boost to self-esteem.

**Avoid criticism.** While obvious, this is important to mention, considering how emotionally intense this conversation is for both you and your employee. Preparing notes and doing a bit of practice can help you stay on script through the storm as well as mentally prepared to manage any unexpected reactions with dignity.

**Welcome mat.** Sometimes compassion is in the candor. If sincere, be sure to mention that you look forward to working with them again in the future once better business conditions are revived. This helps to convey your genuine sadness in having to let them go and also shows your respect and admiration for their contributions.

**Extend your hand.** As a standard part of the layoff process, consider offering continued coaching to help plan for their future during this transition. You can play an integral role in securing their future. Happily be listed as a reference and, for your superstars, offer to recommend them to your own network.

**This life is like a swimming pool.  
You dive into the water,  
but you can't see  
how deep it is.  
- Dennis Rodman**



Need a copy of your tax return?

SmartVault 

SmartVault is our client portal. Have you activated your vault? Not sure what to do - email [Lisa@cpcfinancial.com](mailto:Lisa@cpcfinancial.com) for help or call 610-265-4122.

<https://smartvault.com>

Your email address is your username and the password is something you create must be 12 characters with a capital, a number and a special symbol.

Please let us know if you have any questions!



### Share the experience!

If you would like any of your friends, co-workers, relatives, business acquaintances, etc., to receive a FREE subscription to this newsletter, call or email Lisa.

This newsletter and any information contained herein are intended for general informational purposes only and should not be construed as legal, financial or medical advice. The publisher takes great efforts to ensure the accuracy of information contained in this newsletter. However, we will not be responsible at any time for any errors or omissions or any damages, howsoever caused, that result from its use. Seek competent professional advice and/or legal counsel with respect to any matter discussed or published in this newsletter.

## Clairmont, Paciello & Co., PC

250 Tanglewood Lane  
King Of Prussia PA 19406

610-265-4122

Lisa@cpcfinancial.com  
www.cpcfinancial.com



### Quick Quiz

For an answer, email me at [lisa@cpcfinancial.com](mailto:lisa@cpcfinancial.com)  
call 610-265-4122.

*How long is the biggest swimming pool in the world?*

## Here Are 5 Ways to Attract Better Clients

Equally as important as attracting new clients, improving the quality of clients along the way is critical to quell growing pains as your business expands. “Difficult” or “problem” clients can eat up your company’s resources, creating tight deadlines, high demands, bottlenecks to cash flows and ultimately more stress than they’re worth.

Here are five steps to attracting better clients that grow alongside your business:

**Define them.** Attracting better clients first requires getting clear with yourself. Who is your ideal client, and what does the working relationship look and feel like? For most, better clients will be easier to work with, more satisfied with the value your product or service provides, create a steady stream of business and boost your bottom line with consistent cash flow.

**Find them.** It takes some detective work to seek out these ideal clients. Think about their habits and online behaviors to form a marketing presence where they naturally flock. Surveying your current ideal clientele is an excellent method to do your homework. Remember, attracting better clients takes an active and decisive effort on all fronts.

**Interest them.** A reworked value proposition could be just the key to attracting better clients on both a micro and macro level in the marketplace. Getting down to a simple impactful message is no easy task: it takes time getting to know your business better, providing a unique value and promise to a specific market segment and social proof to back up your words.

**Value them.** Take the extra time to get to know your ideal client's business before coming in for the pitch. Good clients are highly sought after; set your business apart from the crowd. Showcase your professionalism, understanding of their business model and previous work within their industry to display how they can expect the same successful results you’ve previously achieved.

**Ask for them.** Your current clients are an excellent untapped resource. You can begin your quest to attract better clients today by asking for a customer testimonial or referral. This doesn't have to be a time-consuming effort: a few emails to clients with whom you have good relationships is an excellent start.