

Member Firm Success Story

Sr. Juan Santiváñez,

socio de la empresa (corporate partner)
(Lima, Peru) - SOUTH AMERICA

"Being a part of BKR helps us to attract clients and employees because they see us as a corporation. I think we have gained about 20 percent in sales since we joined, but it is difficult here with a lot of competitors, including the Big Four. Being in BKR helps us mainly with our marketing, to show that we have broader experience through our BKR affiliate firms."



— Sr. Juan Santiváñez, Partner (Lima, Peru)

Juan Santiváñez has worked in accounting for 22 years and is a frequent guest on Spanish radio and television shows. He is often invited to share his business expertise on the value of audits or for specific industry guidance. His personality is calm and also proud when he talks about starting his own accounting firm in 2004.

"Many of our clients have been with us since the beginning of the firm, for 15 or 16 years. Our audit clients need to switch firms, but they come back. They are happy with us."

The firm, Santiváñez Guarniz y Asociados Sociedad, is also focused on growth. Located in the San Isidro District, which is now the central financial district for Lima, the firm switched international accounting alliances in 2012 to join BKR International. With some membership restrictions removed, the firm grew sales by about 20 percent soon after joining BKR.

Although growth in the last few years has been slow, Santiváñez has learned about ways to increase his services and revenue by attending BKR conferences and talking to other partners in BKR. His growth plan is to attract experienced partners who can bring their clients with them to Santiváñez Guarniz y Asociados Sociedad and enjoy the benefits of a larger firm in a modern city. Potential new services could include business valuations or transfer pricing.

Santiváñez is also interested in growing partners inside the firm. One way that he has attracted and kept good employees is through the BKR member firm exchange program.

"We have sent our employees to Chile (Ossandón Auditores Consultores) two times and it was good. I cannot do it every year, but it was helpful because the [exchange] employees were very happy...it motivated them. Now this opportunity is like a competition, maybe, or like a bonus to work in Chile for a month."

Keeping good employees is part of Santiváñez' plan to create a formal partner plan and train people who can lead the firm. "If we don't create the plan, the company will disappear. We don't want that. We want it to live to 100...forever."

The firm has a good understanding of training. One of its growing services is the Centro de Educación Continua (CEC) or Continuous Education Center. A group of highly qualified professors designs courses for clients to match their market needs, including:

- International Financial Reporting Standards
- Tax and Accounting Matters
- International Auditing Standards
- Labor and Legal Matters

Using the BKR name lends credibility and size to everything at Santiváñez Guarniz y Asociados Sociedad. They use their membership status on their website, on proposals, in their marketing materials and when they talk to future employees. It has been an advantage especially when getting new audit business, which is Santiváñez' favorite work.

"Even though accounting is important for regular revenue, audits are much more about consulting, which I like very much. We can work in any industry because we have the backing of BKR, but most of the time we can handle the work ourselves. BKR gives us a chance to participate in more opportunities for new business."

As an independent accounting firm focused on growth in Lima's modern financial district—a place where some of the world's biggest banks and accounting firms want their share of business—Santiváñez Guarniz y Asociados Sociedad is visible and ambitious. Whether through Sr. Santiváñez' interviews with popular media or the firm's affiliation with BKR International, they are respected; clients value their work.

For Santiváñez and his team, he believes that the hard work is worth it to create a firm that lasts beyond his leadership.



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