

FEDERAL BUDGET COMMENTARY 2010

The CICA's fast-breaking Budget Commentary

The Federal Budget is expected to be tabled on March 4, 2010. Make sure that your firm and your clients are up to speed on all the changes – with comprehensive, professionally written commentary.

On the night that the Minister of Finance presents his budget, the CICA, in cooperation with the Provincial Institutes of Chartered Accountants, will produce the **Federal Budget Commentary** – a timely, in-depth commentary that practitioners can distribute to clients early the next morning. Available to registered CAs and CA firms, the CICA's **Federal Budget Commentary** is Canada's foremost source for commentary on budget measures, implications, and changes that matter to your clients.

Take advantage of the expert Commentary!

Make sure each of your clients receive this straightforward, professionally prepared analysis the very next day! Written in lay terms by a team of leading tax specialists, the **Federal Budget Commentary** can help your clients understand the issues that may affect them as they deal with the new fiscal climate. More importantly, it can help them recognize the areas where you can help them navigate the technical intricacies of new rules and changing strategies. The **Federal Budget Commentary** is a unique opportunity for you to showcase your expertise and know-how to your clients. The benefits include:

- A quick, in-depth assessment of the budget measures and their implications to your clients
- Providing value-added service to your clients
- Reinforcing your knowledge and expertise on topics that matter to your clients
- A marketing tool for attracting new clients

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Please return the completed Order Form and your cheque, or valid VISA, MasterCard or American Express card number, to your Provincial Institute. Addresses and methods of payment accepted are listed on the back.

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Modestly priced at just \$210

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Personalize the Commentary for added reinforcement of your services!

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- Alert your current and potential clients to tax changes that may affect them by reproducing the **Federal Budget Commentary** on your firm's letterhead and sending it to them the day after the budget comes down.
- You can highlight areas of major concern to specific clients, such as:
 - tax planning
 - estate planning
 - retirement planning, and
 - business advisory services.
- Email the **Commentary** to clients the morning after the Budget comes out and show them that you are up-to-date with the changes that may affect them.
- Attract new clients to your firm by posting it on your company's website.
- Distribute the **Federal Budget Commentary** in-house to help you and your associates quickly assess the budget measures and their implications.
- Be ready to respond to your clients' questions and help them deal with the changes that will have a direct impact on their personal and business financial planning.

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1. **E-mail**—in both a Microsoft Word file and an Adobe Acrobat file. If you have any questions about the E-mail option, please contact us at budget@cica.ca, or call Christina Herwig at (416) 204-3262.
2. **Pick-up**—a typeset hard copy will be available for pick-up at your Provincial Institute the morning after the Federal Budget is released. Printed on plain paper suitable for reproduction on your own letterhead. Time of availability will be confirmed by your Provincial Institute.
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2010

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