



## The SDDCO Group Uproots and Reunites

April 30, 2013

*The SDDCO Group of CPAs and consultants upgrades their Manhattan space to further expansion, reunite divided staff, and exemplify the firm's new brand.*

The SDDCO Group, a longstanding provider of professional support to the financial services industry, is moving its main location to bigger and better quarters, assuming the entire 15th Floor at 485 Madison Avenue, New York, NY 10022.

The accounting and compliance services firm will occupy about 15,000 square feet, completely configured to meet the firm's immediate and future needs. The full-floor reconstruction features an open design scheme in the steel blues and grays of the SDDCO brand, abundant tall windows behind clear glass walls, and mid-height cubicles to maximize the flow of natural light. Sure to please will be the cafe style lunchroom, railroad tiled restrooms, varied meeting spaces, and a wrap-around terrace with a Madison Avenue view.



The reasons for the move are threefold.

One: SDDCO is expanding, both in clientele and staff. The company grew past their plaster walls. Two: a divided firm asked to reunite. The consensus among SDDCO members, split between floors 2 and 17 during a prior growth spurt, was that face-to-face interaction trumped using the company intercom. So this next move aims to boost interaction and morale at once by eliminating the physical barrier imposed by brick, mortar, and an elevator bank.

And three: SDDCO, celebrating 60 years in accounting, began the task of rebranding last summer. To best reflect the service transformations of the last decade, the face of the firm was created anew: the logo and website, the stationery and agreements, along with more client connectivity. After remodeling the facade, the old workspace didn't fit the company philosophy or their sleek new image of efficiency and simplicity.

“Consolidating staff into state of the art offices,” said Richard Sobel, Partner, “will raise productivity and satisfaction. More collaboration will definitely bring us closer to the SDDCO vision. And, after months of planning, that will be great to see.”

SDDCO will move to its upgraded workspace on Friday, May 3rd. The firm also works through an affiliate office just outside Philadelphia and will soon open a Boston office.

#### The SDDCO Group

Formed 1952 in NYC, The SDDCO Group delivers outsourced support to financial services clients including broker/dealers, registered investment advisers, privately held funds and the U.S. arms of foreign banks. SDDCO services include SEC and FINRA registrations, accounting, FinOp, tax, AML testing, brokerage advising and regulatory compliance. The continued success of the business is evidenced by a high rate of referrals and enduring client ties. For personal accounts of SDDCO service, see client testimony on the company site.