

Matt Vanderloo Video Bio

At SVA, we really like to work with our clients by sitting down with them face-to-face, rolling up our sleeves, and really get into their business. We like to meet with the owners and the important stakeholders to really understand all of the challenges and all the goals, no matter how strange or diverse they might be. And we like to work with everyone to develop a plan to achieve those goals and really be able to deliver measurable results within that business.

I wanted to become a CPA because I wanted a career that looked a lot like my father's actually. My dad was a veterinarian when I grew up and he used his specific knowledge and skillset to help farmers work on their business, work on their farm, become more profitable, and achieve their goals. I wanted to be able to do the same thing, but without all of the downside of being a vet and being covered in blood and guts and all that great stuff, so a CPA was the perfect fit for me. I get to use my expertise as a CPA to help people work on their business. People who don't have that specialized knowledge, who want to focus on being doctors or dentists or construction experts or other professional service providers. So I get to go in, roll up my sleeves, and work with them to help them improve on their business, become more profitable, and then achieve those measurable results they have for their business.

There are a number of different factors that set SVA apart in the marketplace. I think, first and foremost, is our goal to remain an independent professional services firm. That means we have all our leadership and all of our decision-making capabilities right here in each of our offices. We get to decide how to staff and how to best serve our clients, and meet clients where they want to be met and help them how they want to be helped. It also means we're continually developing new staff so that we have the talent here to be able to service our clients and work with our clients in helping them achieve their goals and all the measurable results that they have for their business.