

MGI Worldwide Member Success Story

Stuart Jaffe from California-based member firm Kirsch Kohn & Bridge LLP discusses how they have benefitted from MGI Worldwide membership, and what has driven their success.

Speaking at the 2018 MGI Worldwide AGM, Stuart Jaffe from MGI North America firm Kirsch Kohn & Bridge LLP, discusses how their success came down to **“presence”**, **“participation”**, and **“forging key relationships”**.

Protecting valuable relationships

Discussing the importance of relationships that have been forged since joining MGI Worldwide, firm Partner Stuart Jaffe outlined how beneficial it is for the firm to receive referrals from around the world, and how they value the relationship that the firm has with the referral source. “Our goals are to protect the relationship with the referral source, and also to express our appreciation to those who refer business to us, because even if it doesn’t turn into business it is certainly appreciated.”

He highlighted how integral the relationships are with UK-based solicitors firm Mackrell Turner Garrett, and US-based law firm Bergman Dacey Goldsmith, stating that “If you have a Mackrell firm in your community, state or city and are not reaching out to them, I think you are committing relationship or marketing malpractice.” He expressed his gratitude for their support and willingness to work with them.

Making the investment of “Presence” and “Participation”

Stuart outlined how important “presence” and “participation” are. He explained how representatives of his firm have attended every MGI Worldwide meeting taking place regionally and internationally, and how they have also hosted events themselves.

Stuart concluded by stating that making personal contact with member firms and their teams is one of the best ways to establish relationships and trust. “The benefits that you receive or that we receive from MGI Worldwide membership are directly correlated to the investment that we make, and we encourage you to make those investments.”

MGI Worldwide is a top 20 ranked global accounting network with some 5,000 independent auditors, accountants and tax experts in over 260 locations around the world.



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Kirsch Kohn & Bridge LLP is a California-based financial services firm and a member of the MGI North America region.



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