



# 3RD GENERATION BOOKKEEPER WINS BEST OF SHORELINE WITH HELP FROM BLIND GENIUS MOM AND E-MYTH AUTHOR MICHAEL GERBER!

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*LEADING SEATTLE BOOKKEEPING COMPANY GETS WISE ADVICE FROM ELDERS AND BEGINS PRODUCING EXTRAORDINARY RESULTS FOR ENTREPRENEURS*

SEATTLE, WA, US, October 24, 2017 /EINPresswire.com/ -- Family businesses come in all shapes and sizes, and while legacy trades are associated most often with artisan crafts, occasionally a rare exception penetrates. More than 700 years after Datini created the standard commonly known today as double-entry bookkeeping, Bea Epstein first began her bookkeeping and accounting business in New York City in the 1930's.

Accounting is said to be the foundation of capitalism, but it was pure gumption that started Bea's career. At the height of the depression, she stood outside a factory with a "Help Wanted" sign among 100 other women. The manager stepped outside and said, "Does anyone here know bookkeeping?" and though she didn't, Bea raised her hand anyway, and she when she looked around, she was the only one. Bookkeeping supported her family for the next 40 years.

When Bea and Jack's only daughter Claire began to seriously think about her career path, she felt that although the accounting profession in general was a male dominated arena, this wouldn't stop her. She was a member of the intelligence club Mensa, eager, and this helped Claire to establish a successful bookkeeping practice in Southern Florida. She was eventually running things for the prestigious Wharton Club. Claire drew on her family's heritage, and by providing quality bookkeeping solutions, her clients succeeded and her business thrived.

In 1969, the youngest of Claire's 3 children would be born with a surprising genetic anomaly, different colored eyes. To everyone's surprise, it was he who carried along the family legacy Grandma Bea left behind. "Business owners need more data than what the law requires. Our bookkeeping is highly precise and current, which allows us to provide essential CFO type guidance to all of our clients at an extremely low cost!" said Russ Shulman, the owner of [Sound Bookkeepers](#) while talking about his company.

Russ remembers as a teen, helping his Mom put long boxes of checks in order, and punch numbers into a tape fed calculator. After leaving Miami, he acquired a diverse set of skills including being a cooking instructor, tax specialist, Acupuncturist, mortgage broker, and software developer, which helped fuel several successful ventures after he arrived in Seattle in 1996. Naturally there were failures as well. Such was the case in 2008 when he lost a booming mortgage brokerage due to the collapse, and found no easy answers for how to feed his family. "My kids can't keep eating water for dinner!" he would sometimes say during those years.

In an unfortunate incident, Claire then lost nearly 95% of her vision and was now legally blind. She was forced to close her Miami bookkeeping business and moved to Seattle, where she acquired a

guide dog, and began creating her new life. It was her tales of bookkeeping that revealed it to be the perfect fit for Russ, who was trying to re-ignite his earlier success, now with the added motivation of helping his sightless Mom. Russ began employing a unique approach to Bookkeeping which he learned in part by working closely with a mentor he befriended, famous E-Myth author Michael Gerber. Mr. Gerber's "[Dreaming Room](#)" concept was instrumental in helping Sound Bookkeepers deliver on Russ' vision of technical deficiencies, high-level expertise and superior service. He believes most small companies can't afford a CFO, Controller, and Auditor, but all businesses need them, so his company provides these services even with their entry-level bookkeeping package. Regardless of the mess at hand, the award-winning company has earned its reputation with hard work and determination, unlike any of their competitors in the industry.

There is no doubt that this service flows in his blood. As a long-term resident of Shoreline, Russ is a committed husband and father of two, and is now helping his Mom get back into the business using the strength of her Mensa Mind to overcome her limited sight. His business acumen even supported his singer/songwriter wife of 19 years in opening what is now a thriving Shoreline play based preschool. It would seem there are still companies doing remarkable things with the otherwise mundane, right here in the Sound.

For more information, please visit the company's website at:

[www.soundbookkeepers.com](http://www.soundbookkeepers.com)

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