

# MOR Consulting Services: Providing back office solutions to front-line clients

By Cynthia Davis

**H**er name is Mildred—it says so on her business card. But insiders know to call her Nany, the other name on her card—the one in all caps. “I use it as a gauge of how well people know me,” says Mildred “Nany” Gonzalez, principal at MOR Consulting Services. “If someone’s asking for Mildred, they don’t know me,” she says, smiling. “I’ve signed so many documents as Nany, it’s just as legal as Mildred.”

Conversation with Nany (pronounced Nonnie) Gonzalez is as rich and palatable as the warm chai tea she sips from a coffee chain to-go cup. She’s conversant on topics like faith and family, Hispanic culture and her clients. She prides herself on her memory—“some people think it isn’t important,” she says, but her metaphorical Rolodex says otherwise. She keeps in contact with everyone from babysitters to attorneys. “You never know who needs what,” she says. “I have those relationships for a reason.”

Communication is the heart and soul of Gonzalez’s business, which is, well, business. Through MOR Consulting, Gonzalez offers a full range of behind the scenes “back office solutions,” to help business owners focus their time and energy on the passion



Mildred “Nany” Gonzalez

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that drove them to go into business in the first place.

Gonzalez helps her clients through all stages of business development—she assists with business plans and navigation through the lending community, provides bookkeeping, accounting and tax planning services to small businesses and streamlines companies to the point where the owner can step away, if so desired.

Gonzalez explains that most mid-size to large firms handle services like those she offers in-house. And many small business owners attempt to handle fiscal responsibilities themselves until they reach a “pressure point” and begin missing deadlines, she says. Other companies “grow so fast they don’t think about the tax implication,” Gonzalez says.

But the details that makes most business people cringe is where

Gonzalez really shines. She discovered her penchant for behind-the-scenes procedures when she was a 19-year-old single mom working through a temp agency for a small CPA firm. She proved a quick learner and became valuable to the partners, securing a role as assistant to one of them when the partners split. However, Gonzalez discovered that the typical CPA office environment wasn’t a great fit for her vivacious personality. She went on to a 14-year stint with a successful entrepreneur, eventually managing about a half dozen of his companies. “Whatever I wanted to learn he provided,” she says. “He could disappear for a month and business would go on.”

Gonzalez also began moonlighting on her own, using her bi-lingual skills to file tax returns to support her “Coach purse fetish,” she says. She would go on to work with a couple of non-profits before striking out on her own in May 2012.

Gonzalez outgrew her home office and a smaller rented space before moving into her current Oyster Point office. It isn’t hard to understand why she’s so successful. She remembers how many kids her clients have, and what their tax challenges are. She’s available to them via text even at night. “Because I love what I do, it’s not violating my personal space,” she says. Plus, she adds that her clients know she keeps the Sabbath and don’t contact her from Friday afternoon through Saturday.

Despite her busy schedule, Gonzalez still sees “plenty of room for growth,” in her business, although she gives herself the same advice as she gives her clients to not grow too fast. “I don’t want to get so big to lose the personal touch,” she says. ◀

## ► TO THE POINT

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