EMAIL: Demand for Accounting Advisory Services on the Rise

All links should be directed to <http://www.aicpa.org/Membership/Join/Pages/credentials.aspx>

Subject Line: Demand for Accounting Advisory Services on the Rise

Pre-Header: Are you ready to take advantage of this growth?

Body:

In light of the ensuing pandemic, compliance services are stable or growing. So far, audit & assurance, tax, and CAS (Client Accounting & Advisory Services) businesses have been largely unaffected by COVID for small and medium CPA firms. Some of the largest CPA firms also report their business is healthy and compliance work is safe and expect a strong bounce back.

“Traditional” advisory (e.g. valuation, forensics) growing. Advisory is experiencing the largest jump with 43% reporting an increase in demand. Valuation, Forensics, Personal Financial Planning and IT are relatively strong and stable. Clients are still bringing in work and advisory work is expected to surge in work related to bankruptcy, insurance claims and class action lawsuits. Public Accounting professionals who with advisory skills, especially valuation, forensics, tax and personal financial planning are in high demand.

Building on your expertise with an AICPA advisory service credential makes a strong statement. Credentials boost your career potential and credibility. Most of all, an AICPA credential establishes you as an expert. And that can be an invaluable addition to your resume and practice.

Here are a few highlights for specific advisory service credentials:

**Forensic & Valuation Services**

Global demand for qualified forensic and valuation specialists continues to grow as courts and other triers of facts not only seek out, but recognize CFF® and ABV® credential holders as experts in their respective fields.

In the 2020, it was noted that more than 70% of firms offering business valuation services reported significant growth. In addition, globally, valuation is growing at 7.5%.

**Information Management and Technology Assurance in an Increasingly Complex World**

As technology evolves and advances, ensuring the integrity of financial data becomes more complex and critical. CPAs who also hold the Certified Information Technology Professional (CITP®) credential are equipped to provide assurance for, or business insight into, financial-related data, processing or reporting in this ever-changing business environment.

**The Aging Population & Personal Financial Planning**

As baby boomers age and retire in record numbers, they increasingly are looking for objective financial guidance and advice. This is triggering a great demand for personal financial planning services. The Personal Financial Specialist (PFS™) credential was created in response to this demand for financial professionals providing personal financial planning.

To learn about the value of AICPA credentials and find out if you qualify, go to [aicpa.org/credentials](http://www.aicpa.org/aicpacredentials)