

Do your clients think of you first?

Client needs are changing. Don't get left behind.

Tax | Estate | Retirement | Risk Management | Investments

The demand for **planning services is growing three times faster** than tax preparation alone. Now's the time to position yourself as the go-to adviser. The opportunities are there. Will you be?

Source: IBIS World

Your clients need someone to turn to.

10,000 baby boomers will turn 65 every day for the next 10 years.

Source: Pew Research Center study



\$30 trillion in wealth will transfer over the next 20 years

Source: The Wall Street Journal



15% growth in demand for personal financial advisers projected.



Source: U.S. Bureau of Labor Statistics

Be ready to address clients' needs.



Technology is evolving quickly, allowing clients to do some planning on their own but they lack the perspective the CPA provides.



Other planning professionals covet the tax relationship, with 54% of them offering tax planning services.



Tax reform provides a natural opportunity to discuss the impact on all aspects of your clients' financial lives.

The opportunities are there.



2 out of every 3 affluent individuals say tax knowledge tops the list of important considerations when selecting a financial adviser.

Source: 1st Global

Many CPAs who formally offer planning services report high levels of growth and fulfilment.

Source: AICPA

CPAs who formally offer planning services report better outcomes for their firms and add value for their clients.



CPAs are already providing services the way clients want them:

A CPA is best positioned to integrate all of the key accounting concepts of tax, business and personal finance.

CPAs follow stringent regulatory oversight, ethics and standards to protect their clients.

Over 75% of CPA firms offer tax, business owner, cash flow, estate and retirement planning.



What's the next step?



Become the primary point of contact – managing the pieces of your clients' financial lives.



Take advantage of technology, focus on your higher-order skills and enhance your client experience.



Proactively start conversations telling clients you are ready to help with planning.



Sharpen your skills by getting the CPA/PFS credential or PFP certificates.



Get resources you can use from the PFP and Tax sections.

Learn more! Visit aicpa.org/growadvisoryservices to find out more.