

The Truth About Offering Advisory Services

How to Use Advisory Services to Make This Your Best Year Ever.



CAPSTONE MARKETING



HAYDENROCK SOLUTIONS

WE HAVE THE HOW

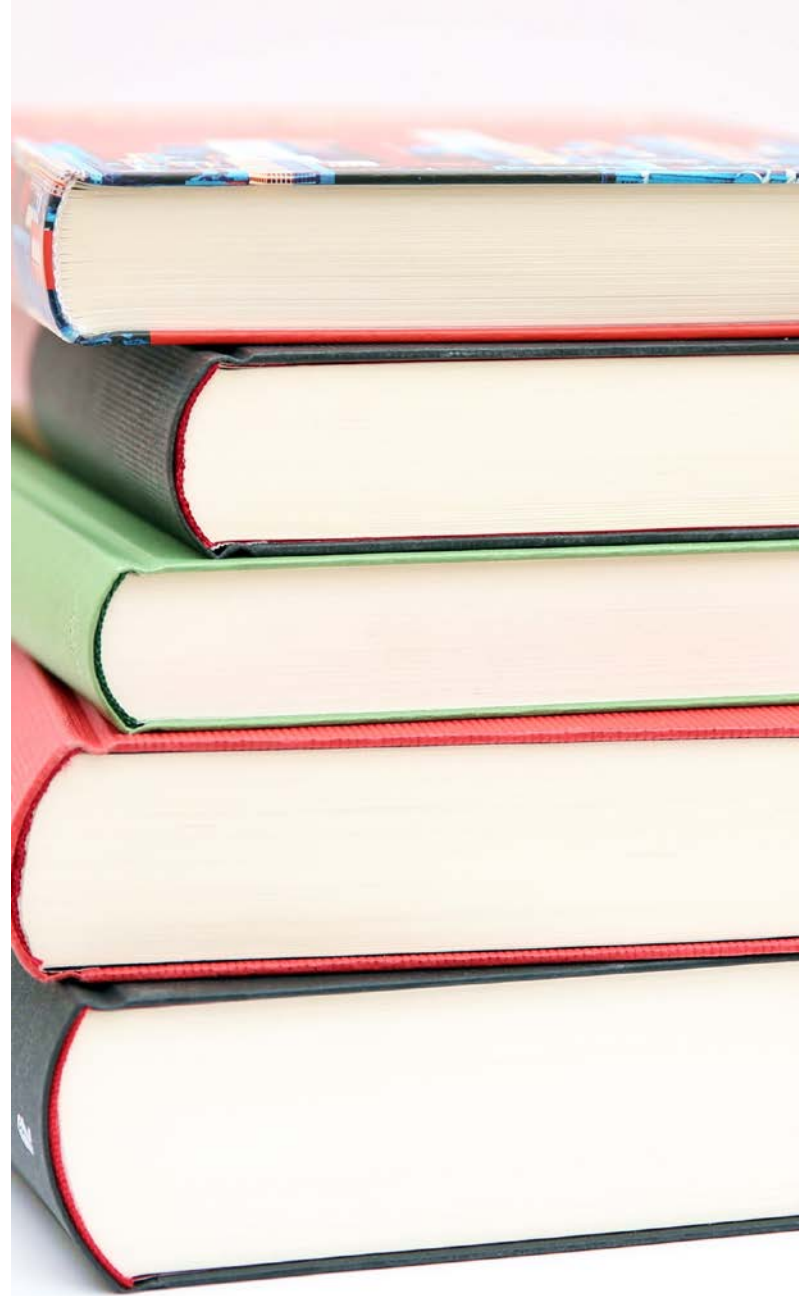
Course Overview

Part I: Why Today's Successful Firms are Offering Advisory Services

Part II: 4 Common Mistakes to Avoid & 4 Building Blocks to Success

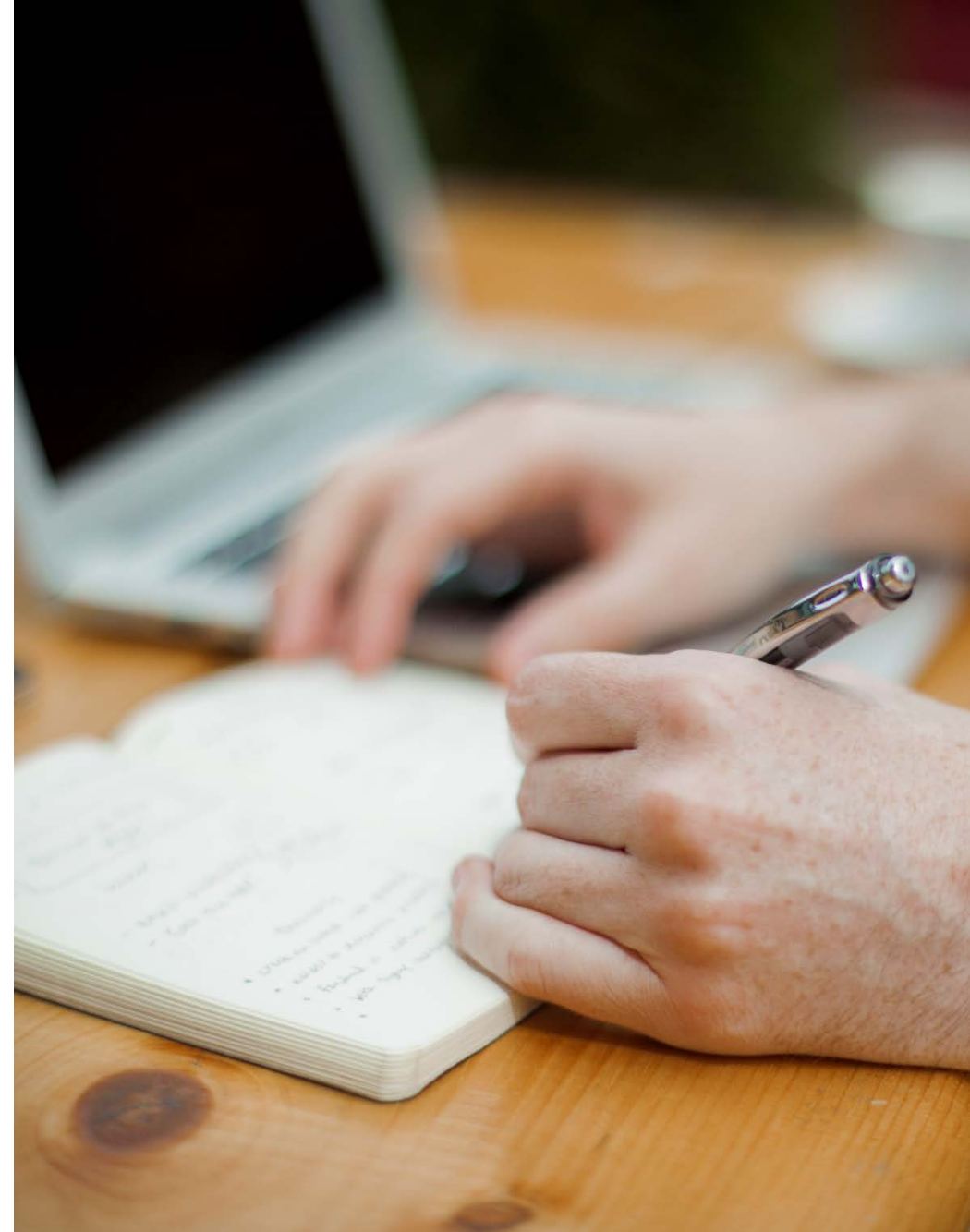
Part III: A Peek Into a Proven System to Help You Become Your Clients' Most Relevant Advisor

Part IV: Review/Summarize and
How to Make 2018 Your Best Year Ever



Today's Agenda

1. Four Seismic Shifts driving accounting today
2. Advisory Statistics
3. Blockchain & AI = Opportunity
4. Revenue Potential
5. What Types of Services?
6. Typical CPA Concerns
7. Details on Our Next Webinar: 4 Common Mistakes to Avoid & 4 Building Blocks to Success



Four Seismic Shifts driving accounting today

Trend 1: Generating Tomorrow's Revenue

- Less Compliance - More Advisory Services

Trend 2: Staffing Tomorrow's Accounting Firm

- Different Services - Different People
- Accounting schools are not training on advisory services

Trend 3: Satisfying Tomorrow's Clients - The Business Model is Changing

- Billable Hour Out - Higher Value Advisory Services In
- Clear opportunity for Accountants to make the move - Clients want them to do so

Trend 4: Building Tomorrow's Professional Service Firm

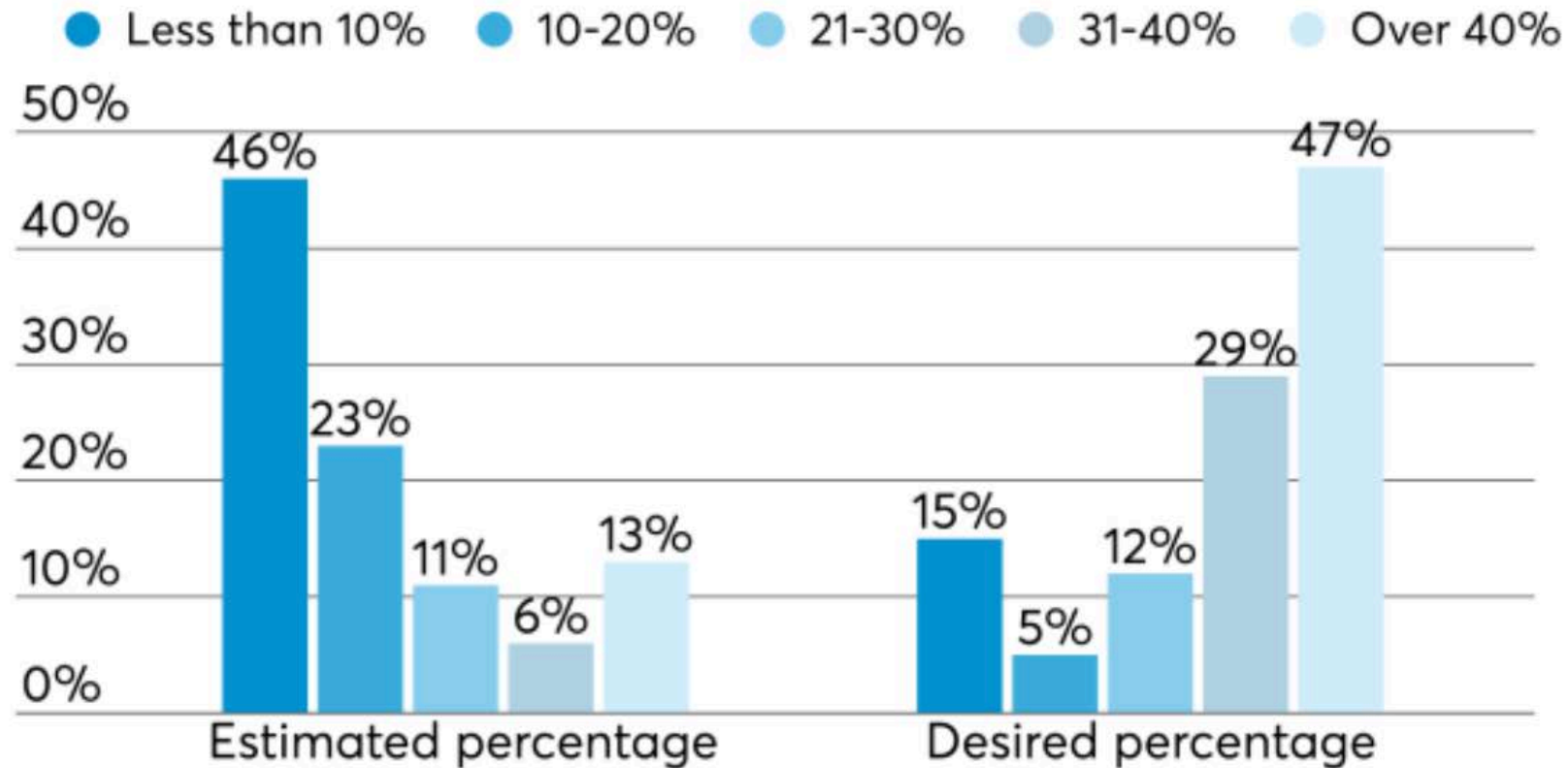
- Remote Employees
- Blockchain will elevate the level of work



Source: Accounting Today

Targeting advisory and consulting

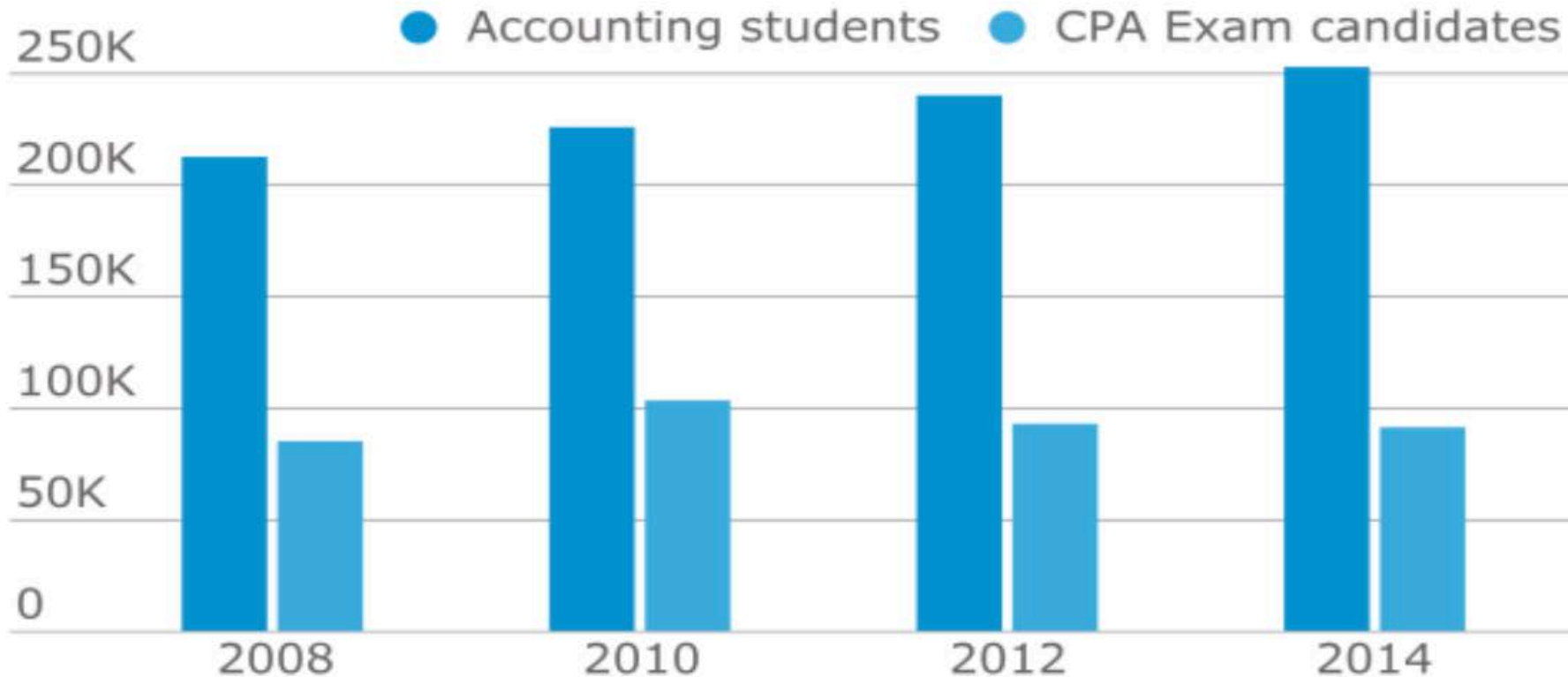
% of revenue firms get from advisory and consulting services, vs. % the would like to get.



Source: Sageworks

Diverging trends?

No. of graduate and undergraduate accounting students vs. the number of candidates sitting the CPA Exam



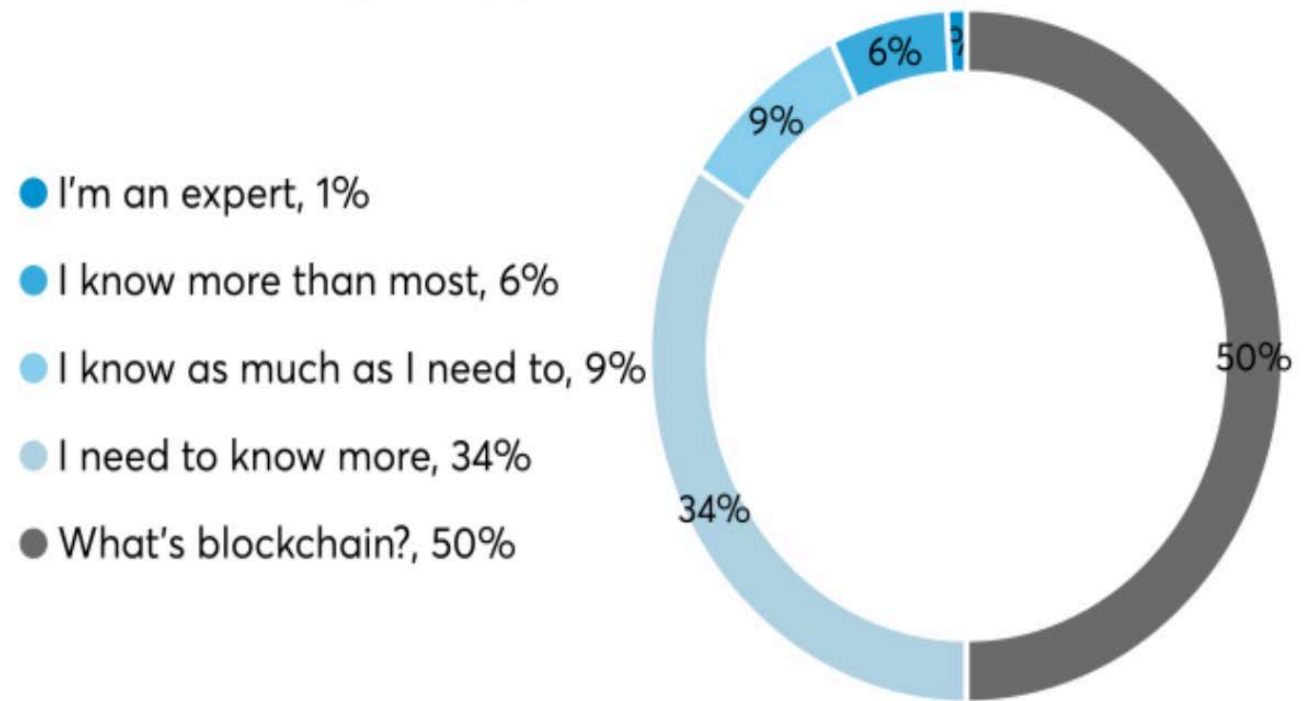
Source: AICPA 2015 Trends in the Supply of Accounting Graduates

Blockchain & Artificial Intelligence = Opportunity

- More **TIME** to focus on becoming the **MOST RELEVANT ADVISOR** that your client want and need.

Time for some education

How well would you say you understand blockchain?



Source: Accounting Today Research

Highly Valuable & More Profitable Advisory Services

Advisory Expert Service	Revenue Generated
Advanced Income and Estate Tax Mitigation	\$109,000
Supply Chain Audit	\$275,000
Branding Exercise	\$20,000
Recruiting	\$50,000
M&A	\$150,000

Note: These fees do not include the \$15k to \$30k+ service level fees for providing proactive advise.



Not Theory

- Based on a Proven System and real world experiences (of a HaydenRock partner in England)
- Grew from a handful of employees to 250+
- Became a Top 15 U.K. firm
- Almost **80%** of firm revenues came from advisory services
- Firm sold at a high multiple due to repeatable processes and predictable income streams (the value of a SYSTEM)

A 20-Year Head Start



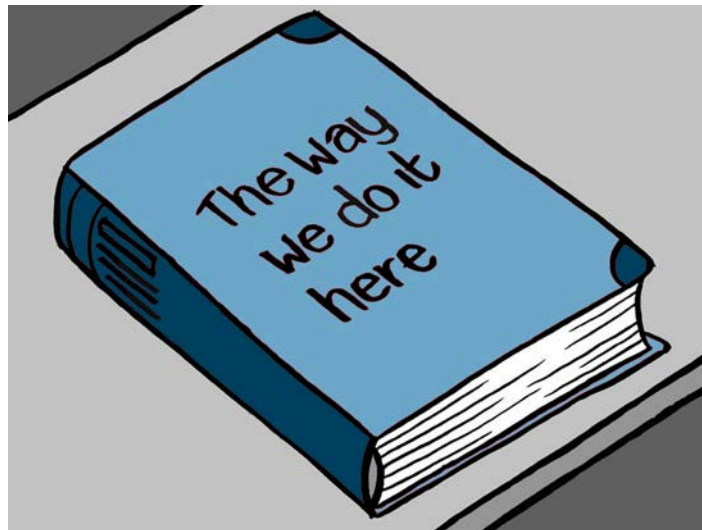
“Excuse me, but how?”



We need a SYSTEM

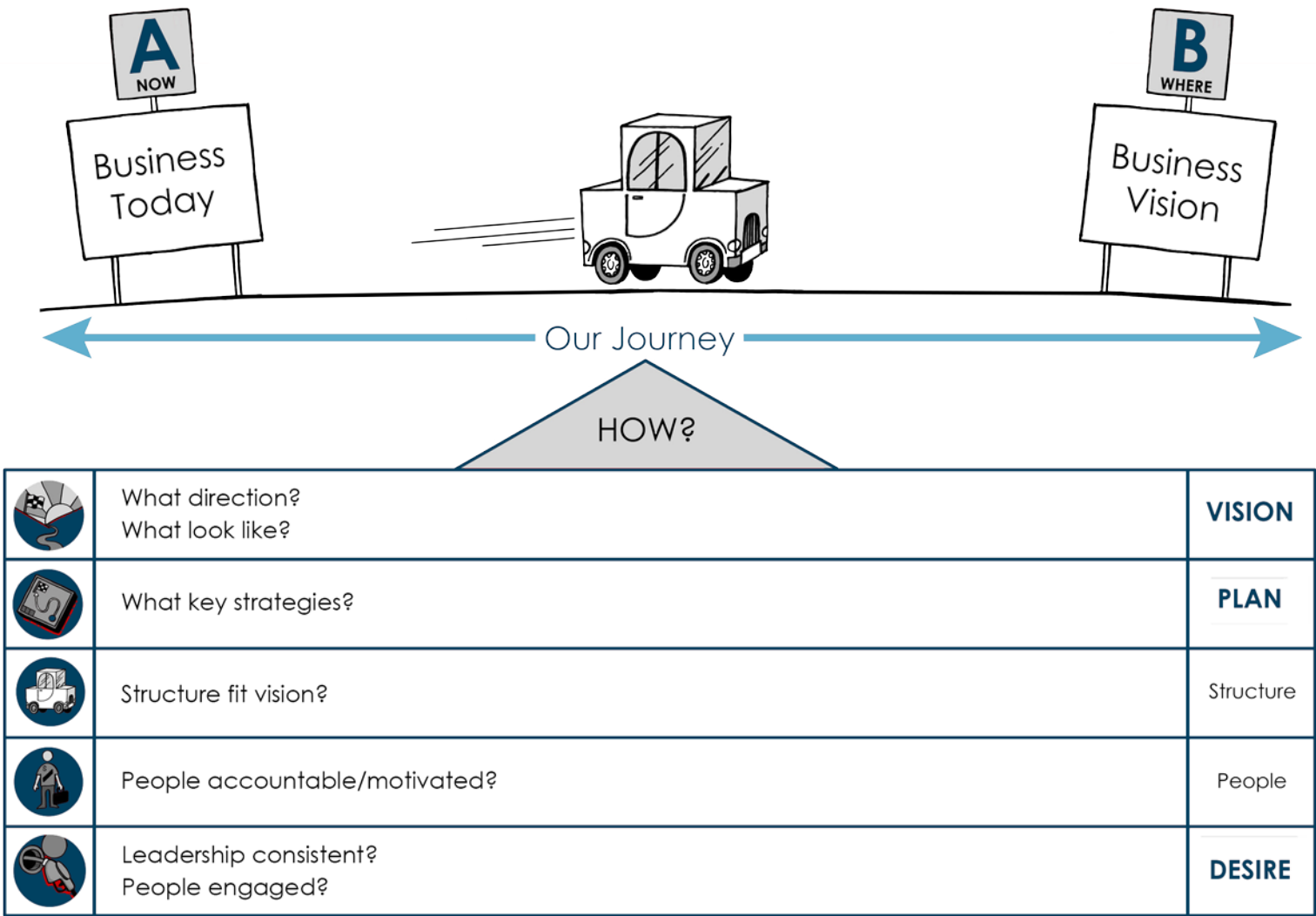
S.Y.S.T.E.M. = Predictable Profits

Save Your Self Time, Energy and Money



We need a SYSTEM

- RELIABLE
- REPEATABLE
- PREDICTABLE
- SCALABLE



What Types of Services?

NO

Backwards looking

Tax returns

Bookkeeping

Payroll

Prepare W-2's

Back office

YES

Forward looking

Advanced Tax Planning

Consulting/coaching

Working with KPIs

Business Sale/Succession

Financial Planning

Typical CPA Concerns

- I don't like change!
- Not sure I have the time - to train or execute?
- Sounds great - but will I be able to afford the cost?
- Do I have the right type of clients?
- Do I have skills/capabilities to provide advisory services?

Definition of insanity! . .

You keep doing the same things and expect something different to happen!

If you want your business to improve . . .
- you must make some changes happen
- but **change is not easy**



Window of Opportunity

- Nice to have vs. Remaining Relevant
- If you don't, someone else will
 - Including other professionals
 - Competing in a Virtual World

THANK YOU!



Please Join Our Remaining Webinars at 2:00 p.m. Eastern

January 17:

4 Common Mistakes to Avoid & 4 Building Blocks to Success

January 24:

A Peek Into a Proven System to Help You Become Your Clients' Most Relevant Advisor

January 31:

How to Make 2018 Your Best Year Ever

