



Grow your business with Client Advisory Services

Work less, earn more, and make a difference in your clients' lives.

You're professional financial experts. You can harness that expertise to move beyond number-crunching, taxes, and filing receipts.

When you automate everyday tasks and manual bookkeeping processes, you gain time without losing billable revenue. You can use that time to build client relationships, increase retention, and offer the proactive advisory services that make an impact—the services businesses are clamoring for.

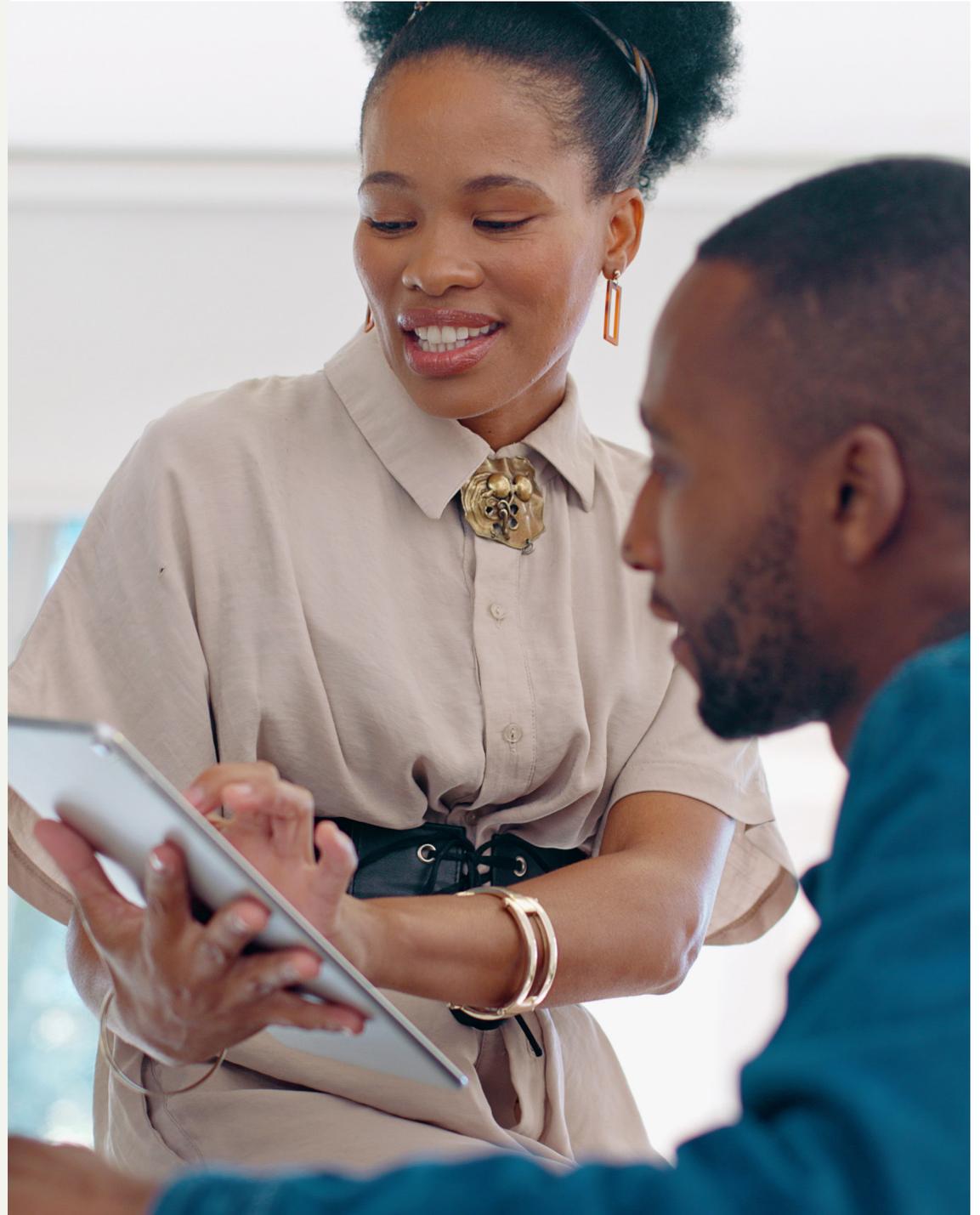


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Leveraging your services

The findings of the CPA.com 2022 annual Client Advisory Services (CAS) Benchmark Survey show that CAS practices continue to thrive, grow, and make a real impact for their clients.

Respondents in the CAS Benchmark Survey reported an overall median growth rate of 16% over the past year, and a 54% growth in dedicated CAS staff.¹

CAS practices surveyed also experienced considerable growth in Net Client Fees per Professional (NCFPP), leading to an increase in profitability for the firm.¹



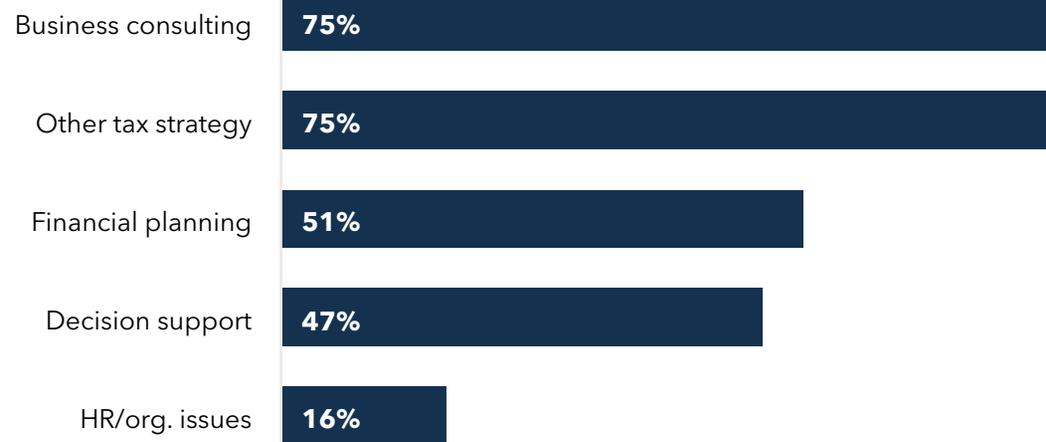
Firms offering CAS are growing

Why?

Because business owners need help. They need expertise and guidance. They need their accountants to be trusted advisors, not just the tax planner they speak to quarterly, or the bookkeeper who enters data.

A 2022 Tax Professionals Report from the Thomson-Reuters Institute concluded that 95% of accounting firm leaders say their clients want more advisory services.²

Clients want advisory services³



Source: Thomson-Reuters Institute, 2022

Your clients want more of your expertise

"The vision of CAS is to provide higher value to clients and deepen the trusted advisor relationship, allowing clients to focus on their core competencies and deliver on their value proposition to customers. CAS offerings are enabled by technology and processes that deliver timely data and provide clients with deeper business insights to inform strategy and decision-making."

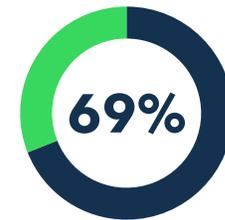
-CPA.com CAS Benchmark Survey, 2022



Pro tip: Educate your clients and staff on the value of CAS.

When you lean into your advisory role with clients, you can unlock tremendous value. They need your help understanding their numbers and planning for the future. It's high-level conversation, data-driven insights, analysis, and guidance that your clients want—and they're willing to pay.

In a valuable [Intuit QuickBooks webinar](#), seasoned accountants Joe Paddock and Debra Kilsheimer each shared their experiences with offering flat-rate Client Advisory Services: when you're billing for value and not by the hour, no one pushes back on the price.⁴



In the 2022 CPA.com CAS Benchmark survey, 69% of respondents (71% for the top earners) "reported misconceptions or misunderstandings about CAS practice value as a top hurdle for practice growth."

Source: CPA.com CAS Benchmark Survey, 2022

Data from the same survey shows steady growth in Median Net Client Fees per Professional.¹

	Benchmark attribute	2022 Top performers	2022 All respondents	2020 Top performers	2020 All respondents
Organization	Number of respondents in this category	42	167	25 of 98 practices that supplied NCFPP	111
	Percent of CAS Services that are Outsourced Accounting & Advisory (vs. Bookkeeping /Writeup) (Median)	60%	60%	75%	70%
Financial	Median Net Client Fees (NCF) for CAS practice	\$2,067,113	\$1,000,000	\$2,280,000	\$1,123,257
	Median Net Client Fees per professional	\$231,217	\$121,454	\$185,000	\$112,293
	Median total CAS clients served	150	70	115	68
	Median CAS NCF per client	\$19,240	\$13,750	\$20,000	\$13,636
	Median CAS margin	42%	37%	47%	34%
	Median realization	83%	84%	83%	82%
	Median realized rate per hour for CAS employees	\$165	\$107	\$142	\$89

Source: CPA.com CAS Benchmark Survey, 2022

Where will your CAS clients come from?

Great news: you have many of them as clients within your practice already. Results of the CAS Benchmark Survey showed that close rates for internal referrals within CAS practices was higher than close rates for clients who were new to the firm.¹

Where the clients come from

Top lead sources for top-performing CAS practices



Interestingly, current tax clients are a more common source of potential CAS clients than current bookkeeping and accounting clients.

Source: CPA.com CAS Benchmark Survey, 2022

Top CAS industry specialties

41% Professional services	16% We do not specialize by industry	9% Technology
33% Nonprofits	15% Construction	7% Retail trade
21% Healthcare facilities	13% Other	6% Family office
20% Real estate	10% Restaurants	5% Manufacturing

Specializing in defined industries may give CAS practices more advantages.

Source: CPA.com CAS Benchmark Survey, 2022

How QuickBooks Online helps

With over 750 app integrations available to serve the unique needs of every vertical, QuickBooks Online can fill the automation needs of your clients no matter what their business.

There is profitability in advisory services

...and it's exactly what your clients want from you.

How do you get your firm to that next level? With integration and automation. You can take advantage of the cloud tools that will do the tedious task work for you—from payroll processing to tax filings—and give you back your most precious resource: time.

CAS practices flourish when work is systematized, using technology as an accelerator for growth. Manual and paper processes inhibit both remote work and efficiency. Implementing cloud solutions and consistent processes empowers your firm to work with multiple clients seamlessly, and your people to spend their time on CAS, while automation handles the lower-value task work.



Pro-tip from Marty French, head of Accountant Strategy & Business Development at Intuit:

Create a separate billing code for CAS to see the profitability and revenue.



The CPA.com CAS benchmark study found that higher fees will better represent the work being done, and reduce stress on growing practices.¹

Try using these Value Pricing Resources to determine your CAS rates.

[Advanced Pricing Methods](#)
[Value Pricing Academy](#)
[Implementing Value Pricing](#)

Automation unlocks the power of advisory

How QuickBooks Online helps

“QuickBooks Online is a car and desktop software is a pair of sneakers. They both get you there, but the car gets you there faster. Sneakers take more time.

QuickBooks Online is more efficient—we could handle more customers and provide more CAS—analysis, interpretation of the data.”

-Debra Kilsheimer, QuickBooks Advanced Certified ProAdvisor

What's your time worth?



Convincing the customer

Cloud accounting technology is transforming the way consultants and accounting professionals deliver services to clients. The technology provides the accounting professional and the client with new freedom, new ways of accessing data, and a new set of options.

Working with your clients in the cloud opens the door to proactive, advisory accounting. Cloud automation affords you the time for more high-level conversations, more interaction based on decision-quality data, and less reactivity. Cloud adoption means never having to tell your clients how they should have done it again.



Help them see the outcome

Carla Caldwell, a QuickBooks Solution Provider and CEO of Caldwell Consulting and Training, LLC, approaches cloud conversations with a benefits-first mindset.

“Talk about better processes—not about the platform,” she said in a [recent webinar](#).⁵

Caldwell listens to clients’ pain points and employs her industry-specific knowledge to let them know she understands what they mean.

She opens clients’ eyes to the options by talking about the results—not the technology.

For a client who struggles with expense tracking, Caldwell says, “I might say, ‘what if you had an app to snap a picture of receipts that would then send the receipt right to me and you could throw the paper copy away? Would you be interested in that?’ I don’t say, ‘you need these 14 apps and here’s why.’”

Convincing the customer



“Let the client tell you all the things they think they can’t do in the cloud—and then show them that they can.”

-Deb Defer, Financial Firm Consultant



“Don’t talk about the change. Don’t even say ‘we’re moving you to the cloud.’

Say: there are advantages to leveraging other systems that will make our relationship more collaborative.”

-Deb Defer, Financial Firm Consultant

Deb Defer, in the same webinar with Caldwell, emphasized that change is hard for everyone.

“Don’t start solution-ing when the client is sitting there,” Defer cautions. You may get excited about the technology, but your client may become easily overwhelmed.

Instead, Defer says, listen to where their pain points are. Keep the conversation high-level and emphasize the idea of collaboration, real-time data, advisory conversations.

“That helps them to buy in to the cloud environment without really talking about the cloud environment...It’s about making processes smoother using the technology, not about what the technology is.”

Convincing the customer

Defer relates this example, which she heard from another CAS professional:

“There’s no pitch. Every time they forgot to drop off their flash drive, accidentally deleted their accountant copy, or lost their file, I’d say ‘I’m going to have to bill you again for that but then I’m going to move you to QuickBooks Online and this is never going to happen again.’”

Your clients already see you as the expert. They want your advice. Let that be your confidence as you open these conversations.

Confronting cost

“We are saving our clients time, fear, anxiety, frustration—that’s the value. If your client is focused on or pushing back on price, you have not educated on value.”

-Carla Caldwell, CEO Caldwell Consulting and Training



How QuickBooks Online helps

87%

of customers say it's easier to run their business with QuickBooks Online.⁶

51

hours saved per month on average⁷

95%

of accountants surveyed agree that they are able to give better advice to their clients when they use QuickBooks Online.⁸

81%

of customers say QuickBooks Online saves them time by automating their accounting and bookkeeping.⁹

Modernizing processes

Automation is a catalyst for efficiency and the gateway to advisory. When accounting professionals leverage the power of automation, it unlocks valuable time to reinvest in the firm's growth and overall bottom line. You can work less and make more.

Artificial intelligence and machine learning are the driving forces behind the era of automation and many accounting-related tasks are becoming increasingly efficient through technology, giving professionals more time to focus on expanding their business.



“The single largest trend in workforce management today is the massive move away from managed payroll.”

-Justin Koebnick, Sr. Leader,
Partner Management, Intuit

Modernizing processes

And it's not just workforce management that has moved to the cloud, it's AR, invoicing, inventory, expense tracking, and more. It's all the tasks that take you and your staff hours upon tedious hours and keep you from connecting with your clients at a deeper, advisory level.

"Technology is a critical and transformational element in CAS practices...Technology solutions help firms streamline their processes and minimize or eliminate time spent on repetitive tasks."

-CPA.com CAS Benchmark Survey, 2022

Fact:

You don't lose billable hours when you automate services. You simply bill for the service and spend much less time getting it done.

Read more about how AI is transforming how accountants work on [Firm of the Future](#), a QuickBooks blog.

Do more with less

Not only can you work less and make more with cloud automation and integration, but you can achieve more efficiency by narrowing the number of General Ledger solutions (G/L's) your firm uses with clients to a select few—or even one.

The CPA.com CAS Benchmark Survey found that "standardization enables team members to serve multiple clients without having to learn or employ new tools or procedure for each one. Limiting the number of general ledger accounting programs that the CAS practice supports is a key example of this simplification principle. Best practice suggests that the CAS practice should develop a prescribed tech stack with minimal choice and options available for clients."¹



How QuickBooks Online helps

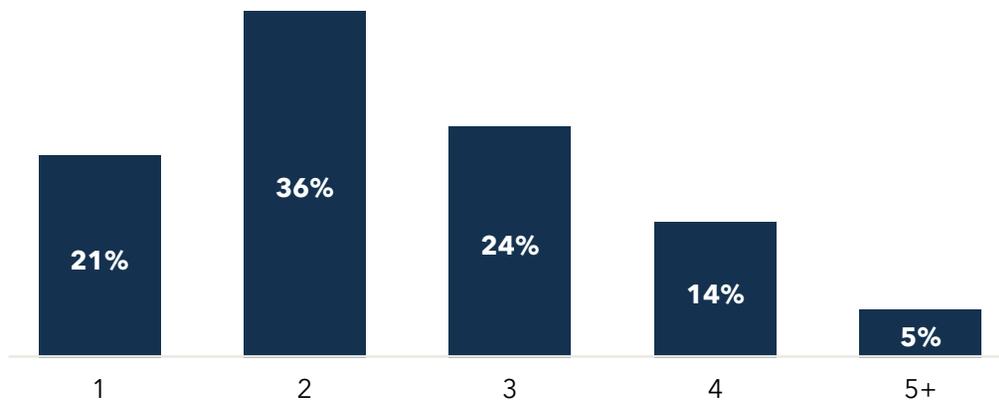
97%

of accountants surveyed say QuickBooks Online helps their firm run more efficiently than QuickBooks Desktop.⁸

98%

of accountants surveyed agree that QuickBooks Online provides more real-time insights than QuickBooks Desktop.⁸

The foundation of the tech stack
Number of general ledger programs used



Source: CPA.com CAS Benchmark Survey, 2022

We're your team

At Intuit QuickBooks, we have the tools to support you and your clients in the migration process, including a detailed Desktop migration webinar that you can [watch here](#).

And this [QuickBooks webinar](#) is a rich resource for diving deep on leveraging automation to support forward-thinking advisory, and how the savings in time and money—and the increase in profits from CAS—can apply to your firm.



When you harness the power of cloud automation to unlock CAS for your firm, you can streamline efficiencies, collaborate without crossed wires, and grow your bottom line. And while you're at it, make a positive impact as an advisor and guide.

1. CPA.com CAS Benchmark Survey, 2022 <https://www.cpa.com/sites/cpa/files/2022-12/cas-benchmark-survey-22-cpacom.pdf>
2. <https://www.cpapracticeadvisor.com/2022/12/28/2023-is-the-year-for-client-advisory-services/75214/>
3. <https://tax.thomsonreuters.com/content/dam/ewp-m/documents/tax/en/pdf/reports/tax-professionals-report-2022.pdf>
4. <https://gateway.on24.com/wcc/eh/3583802/lp/3611379/profitability-leveraging-advisory-services-to-grow-your-accounting-business>
5. <https://gateway.on24.com/wcc/eh/3583802/lp/3611377/accounting-advisory-convincing-the-customer>
6. Based on survey of existing small businesses using QuickBooks Online in U.S. conducted March 2023
7. Based on survey of small businesses using QuickBooks Online in U.S. conducted October 2021 who stated average savings compared with their prior solution. https://quickbooks.intuit.com/oidam/intuit/sbseg/en_us/accountants/web/content/Benefits%20of%20QuickBooks%20Online.pdf
8. Based on Intuit survey January 2022, amongst accountants who have used both QuickBooks Desktop and QuickBooks Online with clients, who expressed an opinion. https://quickbooks.intuit.com/oidam/intuit/sbseg/en_us/accountants/web/content/Benefits%20of%20QuickBooks%20Online.pdf
9. Based on survey of existing small businesses using QuickBooks Online in U.S. conducted March 2023