



CFO Services: A Practical How-To Guide for Accountants

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CFO SERVICES: A Practical Guide for Accountants

Accounting firms have typically provided a range of ‘after-the-fact’ compliance and write-up services and have typically done alright financially providing these services. However major innovations in technology and a changing business client demographic is placing pressure on accountants to change their business model. Business clients are looking for more from their accountant, and the traditional model of basic score keeping will be difficult to maintain. Instead those firms providing more comprehensive, timely and useful information to their clients are enjoying significant growth.

In addition, as the economy becomes increasingly more specialized, business owners are looking to outsource those functions that while important, don’t add value to their bottom line. In fact they recognize the importance of bringing in experts for areas outside of their core competency. One such area, especially for small and medium sized business, is the accounting function. Accountants are perfectly suited to not only advise their clients on accounting systems and processes, but with the right business model, take it off their hands completely.

This step-by-step guide will show you everything you need to get this division up and running in your firm quickly. It includes:

- Numerous case studies that highlight best practices and common traps to avoid
- Pricing and positioning guidelines
- Tips for getting the team on board and the picking the “right” clients
- Comprehensive checklist, proposals and sample level agreements.

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