

Public Practice E-News
October 2015

This electronic newsletter is prepared especially for public practitioners and is sent bi-monthly to members of the New Hampshire Society of CPAs. This e-newsletter features regular commentary from TSCPA Member Bill Reeb, a CPA firm consultant based in Austin. For questions or comments concerning the articles featured in this issue, or to suggest future topics, please e-mail Reeb at bill@tscpa.net.

From the BILLiverse

The previous two articles in this series have covered realization, leverage, net income per partner, business generated and Capacity Budgeting™. In this third and final article of the series, Bill Reeb discusses a tool used to determine a reasonable employee return on investment (ROI) by addressing what a firm should expect as a reasonable amount of billings from an employee at a specific staffing level given his/her current pay (salary plus overtime). The billing worksheet is one of many tools used to help pinpoint a firm's performance and compensation issues. Using the worksheet can identify whether charge rates, pay rates, hours utilized and realization all make sense in a bottom-line context. Just like every tool, using it can assist you in asking better questions, but there are many variables in play that determine a final statistic or metric.

Read Reeb's commentary

[Link to Bill Reeb article](#)

The Five Factors Propelling Growth at CPA Firms Today

CPA firms currently seem to be divided into two camps: Those gunning for growth with innovation, professional development, and strategic acquisitions of top talent and books of business – and those that aren't. This article looks at results reported in the annual Rosenberg MAP Survey for 2015-2016, which is a new study of almost 400 small and mid-sized firms. The study presents both good and bad news to consider.

Rick Telberg takes a closer look

[Link to Rick Telberg article](#)

Top Three Accounting Marketing Tactics for 2016

Marketing strategy is one of the critical factors separating high-growth accounting firms from low-growth firms. However, it's not necessarily the amount of money firms spend that distinguishes winners from losers when it comes to marketing strategies. Instead, it's how they choose to invest their marketing dollars.

Learn more

<http://www.accountingweb.com/practice/growth/top-3-accounting-marketing-tactics-for-2016>

TSCPA Thanks Anniversary Celebration Sponsors

TSCPA is celebrating the 100-year anniversary of TSCPA and the accounting profession in Texas. We would like to thank our sponsors for their generous support this year as we honor the Society's rich 100-year history and our dedicated professional community. See the impressive list of sponsors who have helped make the celebration special.

TSCPA sponsors

<https://www.tscpa.org/eweb/DynamicPage.aspx?webcode=GENtscpa100sponsor>

Nominations for 2016 TSCPA Rising Stars

Through the Rising Stars program, TSCPA recognizes CPA members 40 and under who have demonstrated innovative leadership qualities and active involvement in TSCPA, the accounting profession and/or their communities. If you have a friend or colleague who is an up-and-coming star, we want to hear from you. To be considered, they must be: a TSCPA CPA member; age 40 and under as of the end of the current fiscal year (May 31, 2016); nominated by Nov. 20, 2015; and complete and submit a profile form by Jan. 29, 2016.

Learn more and nominate a rising star.

http://secure.tscpa.org/rising_star/nominationentry.asp

<https://www.tscpa.org/eweb/DynamicPage.aspx?webcode=GENtscpa100sponsor>

Member Recruitment Campaign: First-time TSCPA Members Can Join for Only \$119

The century-old TSCPA is a resilient organization and can grow bigger and better with the support of new members! Encourage your non-member colleagues to join you in celebrating our anniversary and keeping TSCPA strong for our next century of growth. The Society is offering first-time members an introductory dues rate of \$119 for state and chapter dues through May 31, 2016. Be sure to send the link below to non-member colleagues you know and encourage them to put down their professional roots as a TSCPA member.

Link to join TSCPA

https://secure.tscpa.org/secure_apply2.asp

Learn more

<https://www.tscpa.org/eweb/DynamicPage.aspx?WebCode=JoinTSCPA>

Five Keys to an Effective Client Acquisition Strategy

When firms embark on a client acquisition strategy, they often spend time and money and get minimal results. What makes a strategy effective? To be effective, a strategy needs five characteristics.

Learn more

<http://www.accountingweb.com/practice/clients/5-keys-to-an-effective-client-acquisition-strategy>

Q&A: Pricing Options That Boost Profits

In this Q&A session, author and consultant Ron Baker provides an in-depth look at why firms should offer different pricing to clients. He says value pricing includes offering different options, which can simultaneously increase client satisfaction and firm profits.

Read the Q&A session

<http://www.journalofaccountancy.com/issues/2015/sep/cpa-firm-pricing-options-boost-profits.html>

Why Does Any Business Become Your Client?

Do you know why prospects choose to become your clients? In many cases, clients simply walked in the door and said they needed help, and your firm was able to support them. Why did they choose your firm? When you don't know why people use your service or their specific

needs, you don't know how to purposely market to those factors to draw more clients in the future.

Learn more

<http://www.accountingweb.com/community-voice/blogs/martin-bissett/why-does-any-business-become-your-client>

Recruiting Strategies in a Ridiculously Tight Labor Market

It's no secret that the CPA labor market is extremely competitive these days. Despite the challenges firms of all sizes face when it comes to finding and keeping talent, they are making great strides in recruiting college graduates and experienced professionals alike. These firms recognize that what worked in the past may not resonate with today's recruits. There are strategies that any firm can leverage.

Learn more

<http://www.aicpa.org/InterestAreas/PrivateCompaniesPracticeSection/NewsAndPublications/ThePracticingCPA/Pages/tight-labor-market.aspx>

Seven Ways CPAs Provide Value to Their Clients

In most professions, establishing your worth is the value proposition. How do you provide value? When you become your clients' go-to person for financial decisions, they have compelling reasons to refer you to others. This article discusses seven ways you provide value.

Read the article

<http://www.accountingweb.com/practice/clients/7-ways-accountants-provide-value-to-their-clients>

How CPAs Can Assist in the Event of a Cybersecurity Attack

Cyberattacks are becoming commonplace. Find out how CPAs can help clients evaluate potential cyberrisks, create a strategy in the event of an attack and, in the event that one occurs, mitigate the damage.

Get the tips

<http://blog.aicpa.org/2015/09/5-ways-cpas-can-add-value-in-the-event-of-a-cybersecurity-attack.html#sthash.cjuCpmz5.S35F6NPZ.dpbs>