

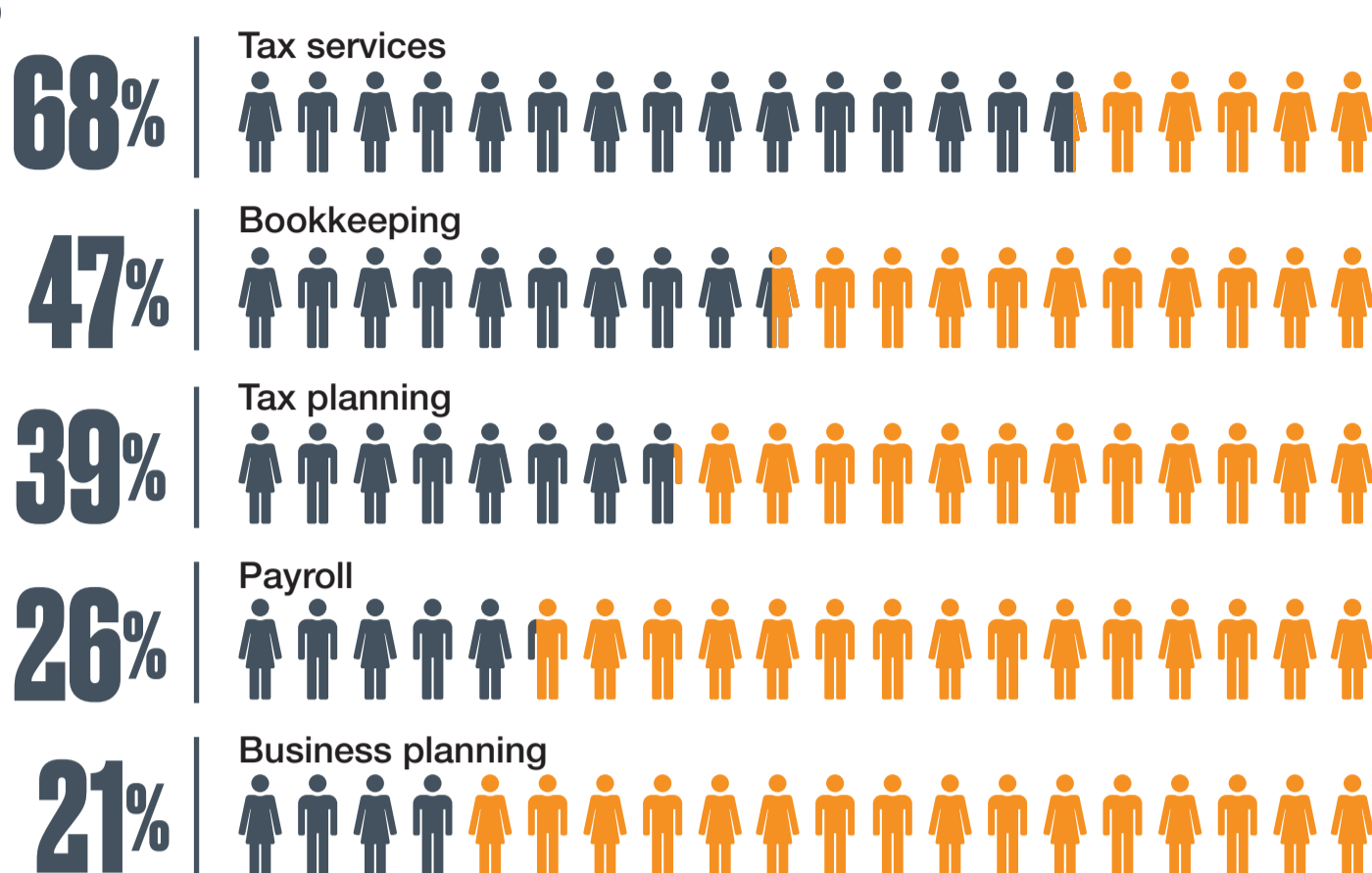


LOOKING TO GROW YOUR SMALL BUSINESS ACCOUNTING PRACTICE?

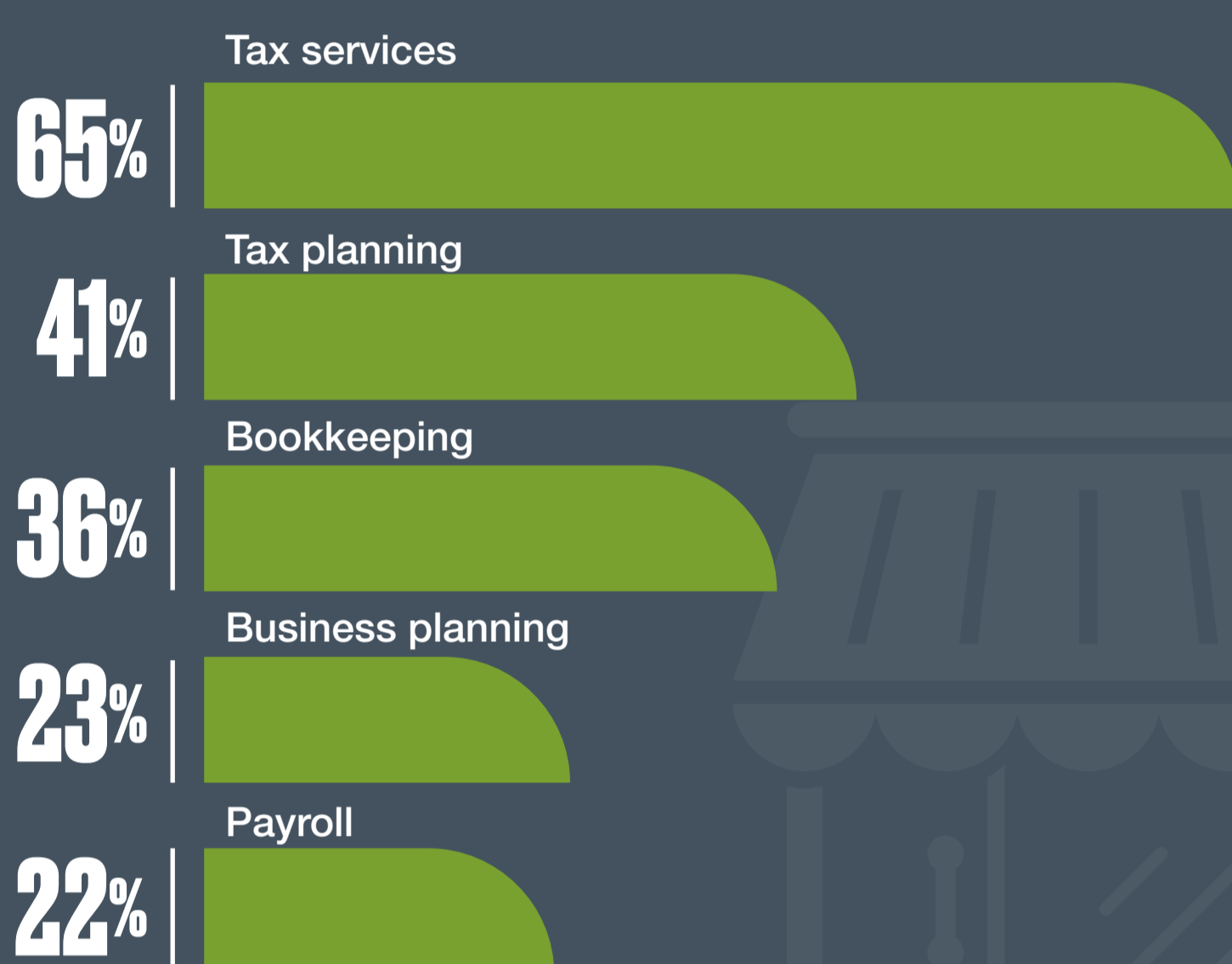
You're in luck. Survey responses from more than 1,000 small business leaders provide accounting firms with the insights needed to bolster their support of this important client group.



WHAT SERVICES HAVE SMALL BUSINESS CLIENTS RECEIVED FROM AN ACCOUNTING FIRM?



WHAT SERVICES DO SMALL BUSINESS CLIENTS WANT FROM ACCOUNTING FIRMS IN 2019?



WHAT FEATURES OR ATTRIBUTES DO SMALL BUSINESS CLIENTS LOOK FOR IN AN ACCOUNTING FIRM?



Is a trusted advisor to me



Understands my business or industry



Responds quickly



Is affordable



Communicates clearly with nonaccountants

SO WHAT DOES ALL OF THIS MEAN FOR YOUR BUSINESS? CONSIDER THE FOLLOWING QUESTIONS WHEN WORKING WITH OR PROSPECTING FOR SMALL BUSINESS CLIENTS:



Do you offer the full range of services they need beyond tax services, such as bookkeeping, business planning and forecasting, payroll and insurance?



Are you communicating with clients to determine what kind of additional services they might need in the future, such as business valuation, HR support and software advising?



Do you offer referrals for services you don't currently provide?



Does your firm have the technology it needs to offer relevant services efficiently and accurately?



Do you have an understanding of the needs of small businesses in different industries, such as healthcare, manufacturing, nonprofit or technology?



Do you have a communication strategy across your firm to make sure that client questions and requests are dealt with in a timely manner?



Do you clearly explain your pricing structure and all of the benefits that clients receive for each of your services to help them better understand your value?

To learn more about service offerings that may help you better serve your clients, please visit www.surepayroll.com/accountants