



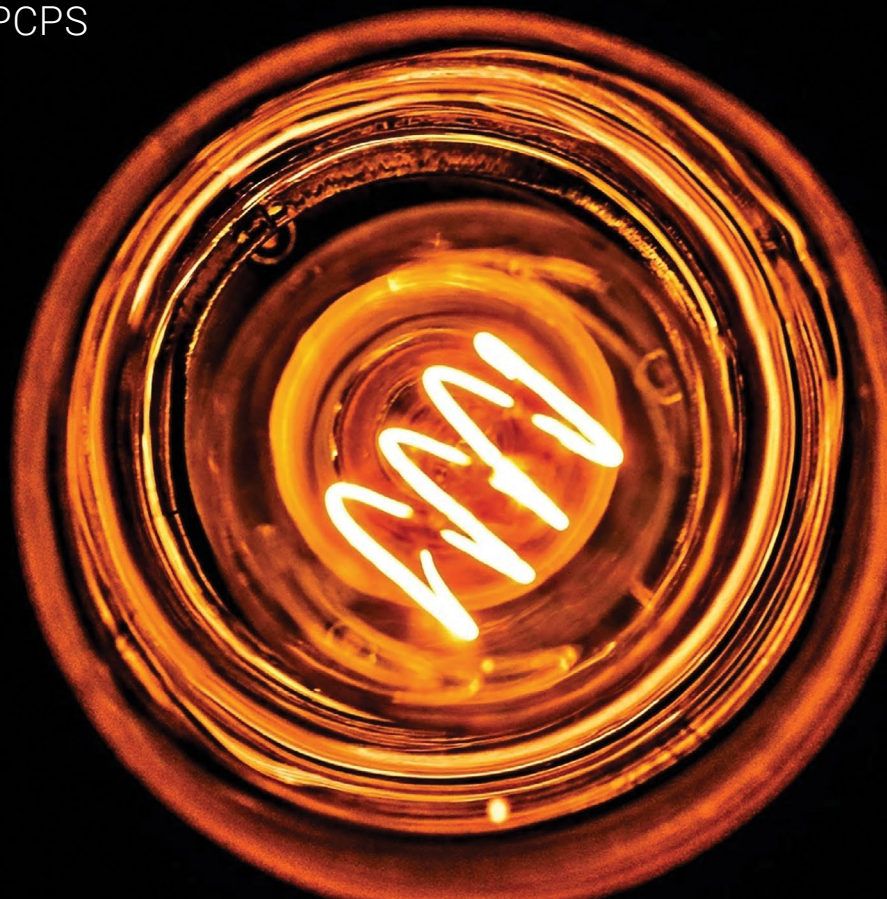
Top Issues

from the 2017 PCPS CPA firm survey

The PCPS CPA Firm Top Issues Survey gathers insights from practitioners in firms of all size to understand the challenges facing firms.

As the home for firms at the AICPA, the Private Companies Practice Section (PCPS) helps power up the performance of your firm by providing PCPS member-exclusive tools to help tackle common concerns. With its suite of practice management resources, PCPS can help you and others in your firm address changing trends in the profession, plan for the future, and run more smoothly.

Find out more at
aicpa.org/PCPS.



2017 Top 5 Issues by firm size

Sole practitioners

1. Keeping up with changes and complexity of tax laws
2. Seasonality/workload compression
3. Finding qualified staff
4. Bringing in new clients
5. Succession planning

Firms with 6 to 10 professionals

1. Finding qualified staff
2. Succession planning
3. Retaining qualified staff
4. Seasonality/workload compression
5. Keeping up with changes and complexity of tax laws

Firms with 21+ professionals

1. Finding qualified staff
2. Retaining qualified staff
3. Bringing in new clients
4. Managing work/life balance initiatives
5. Transitioning to a trusted client adviser

Firms with 2 to 5 professionals

1. Finding qualified staff
2. Seasonality/workload compression
3. Succession planning
4. Retaining qualified staff
5. Keeping up with changes and complexity of tax laws

Firms with 11 to 20 professionals

1. Finding qualified staff
2. Retaining qualified staff
3. Bringing in new clients
4. Succession planning
5. Owner/partner accountability and unity

PCPS CPA firm

Top issues resources

PCPS members have access to content, templates and turnkey tools that:

- Are simple and easy to use
- Prevent staff from having to “recreate the wheel”
- Free up time that is better spent focusing on clients
- Were created by experts in firm practice management

The resources mentioned here are just some of the extensive PCPS offerings.

For more information on the entire array of practice management resources available to members, [visit us at aicpa.org/PCPS](http://aicpa.org/PCPS).

Resources

Seasonality/workload compression

Client Evaluation Tool

- From the Trusted Client Adviser toolbox, this tool provides guidance in ranking your clients based on several criteria, allowing you to focus on your “A” clients by removing clients that aren’t the right fit.

Workload Compression Survey

- Gain insights from other firms on strategies to mitigate the effects of workload compression.

Form Alliances with Other Firms

- Consider ways to ensure your clients receive quality services by leveraging your network of peers.

Keeping up with changes and complexity of tax laws

Tax Reform Resource Center

- The center will keep you informed of what Congress proposes or passes, and will be updated frequently with news, analysis, resources and the information you need to understand how coming changes will affect you and your clients.

Tax Compliance Resource Page

- Tools and resources designed to help you keep up with the ever-changing tax landscape.

Bringing in new clients

YOU Are the Value Online Workshop

- Discover what makes you valuable and different from other CPAs, then confidently present yourself to clients in a unique way.

Trusted Client Adviser Toolbox and Workshop

- Truly understand potential clients by asking the right questions. Use the tools in this toolbox to help identify their priorities and challenges, price your services appropriately and overcome pricing objections.

Firm inMotion E-toolkit

- Use the Clients & Relationship Building resources to grow and strengthen your relationships with potential clients. Equip your team with essentials to intensify trusted relationships while forging new ones.

Finding and retaining qualified staff

Firm inMotion E-toolkit

- Explore resources to help develop a high-performing team through a firm culture that embraces transparency, flexibility, mentoring, coaching and career planning across generations.

Human Capital Center

- Use the Firm Competency Model to engage staff in creating a vision for their career path.
- Build a pipeline of talent and get a head start in recruiting with the Internship Program Quick Start Guide.
- Create an environment that supports your team and meets firm needs with the Flexibility Toolkit as a guide.

Ten Initiatives for Employee Engagement

- Attract and retain top talent with resources by creating a culture that ensures your team is engaged in the firm’s future success.

Succession planning

Succession Planning Resource Center

- Comprehensive tools and guides, along with insights from peers on their planning considerations and best practices, can help as your firm ensures its continued legacy and you secure your financial future.

Emerging Partner Training Program

- Develop your rising stars through forum and alumni events that provide leadership training and support.

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