

CPA Diamond Program

How to play to Win/Win/Win

As an Advisor, you earn your living selling financial products to end users, so why would you focus your time and energy providing tax savings solutions that will end up solving the CPA's problems? The simple answer is because it's the most efficient way to create a true win/win/win between you, the CPA, and the CPA's clients / network and relationships.

Let's examine this from each party's perspective:

Advisors

CPAs are the most trusted business professionals (according to the "Annual Honesty and Ethics" poll by Gallup), and the average CPA controls \$100 million of assets for every \$1 million in annual billings (AICPA). As a team-based model consultant, you will take advantage of these facts, rather than continue to fight a losing battle.

Our model will allow you to:

- Work with a warm, target-rich group of prospects with the backing of their CPA
- Increase revenue by working on a greater number of larger cases
- Increase closing ratio by ensuring that the individual's CPA already approves of the solution
- Increase efficiency by utilizing leverage (one CPA often has over 500 clients)
- Reduce marketing costs as a result of a constant flow of cases coming from the CPAs

CPAs

In a survey completed in 2016 by the Sleeter Group, 76% of people said they want their CPA to offer more proactive planning. This model allows a CPA to shift from a referral-based reactionary professional competing as a commodity to a proactive trusted advisor who acts as a "one stop shop" for their clients. Once a CPA engages with our consultant, they will learn how to:

- Reduce the risk that comes from referring their clients out to third parties
- Reduce the risk of losing their best clients by being more proactive
- Provide more needed value to all of their clients
- Create an additional revenue stream from their existing client base
- Expand their brain-trust and client satisfaction by working with a team of specialists providing world class results
- Increase organic growth by giving their clients a unique story to tell. Instead of the client telling their friends about somebody their CPA referred them to and the good work they did, they're talking about the CPA and the exceptional work their CPA did.

CPA's Clients / Network / Relationships

Advisors and CPAs work with so many clients that they often forget to think about the "client experience." This model has virtually no downsides for the client, and numerous upsides, including:

- Better client experience
- One point of contact for all of their financial needs
- CPA remains their "quarterback " overseeing the planning process
- Truly holistic and comprehensive solutions
- World class results coming from some of the best specialists in the country

The Industry Challenge

In the last seven to ten years, there's been a dramatic paradigm shift in what people want and need from their CPAs. As the AICPA put it , CPAs are now expected to be their clients "most trusted business advisors " (Lindsey Ferguson, "Gaining From Your Client's Trust"), and as CPA Horizons 2025 pointed out, a CPA is no longer defined by "traditional services such as tax preparation, audits, and financial statements" (CPA Horizons 2025 article). CPAs are now expected to handle topics such as:

- Retirement planning
- Qualified plan distributions
- Complex income tax mitigation
- Estate planning
- Business succession
- Employee retention strategies

The issue is they are not necessarily equipped to address these topics. As a result, they are forced to refer their clients out to third parties, but the referral model is riddled with risks such as damaging client relationships, or worst, poor results due to mediocre referral alliances. Think about the value proposition of the referral model from the CPA's perspective - if the advisor they refer their client to does a bad job, the CPA will take some of the blame for making the referral. On the other hand, if the advisor does a good job, the client will talk about the advisor and the good work that the advisor did. It's a lose/lose proposition for the CPA.

This is in addition to the fact that CPAs are already finding it challenging to keep up with the state and federal income tax law changes, as well as programs such as the Affordable Care Act and Tax Cut and Jobs Act.

This is the main reason our program works, we don't concentrate on the referrals, we build on our relationship with the CPA and become an extension of each other expertise, professionalism and trustworthiness.

By using our Team Based Model, a perfect partnership is born. An Advisor with a world-class team can provide the services that the CPAs clients need but might not be receiving. Likewise, the CPA can use their existing client relationships and trust to provide a platform for the solutions to be executed by the Advisor in an efficient and holistic manner. When this partnership is developed with the mutual goal of elevating the CPA in their clients' eyes, and the Advisor becomes the Go-To Person for the CPA, a Family Office feeling is created. As a result, the traditional Advisor(s) competition becomes irrelevant.



Jorge E. Gonzalez CMFC,CRPC®
Elite Team Based Model Consultant
(954)736-9098
jorge@erabizsolutions.com

© All Rights Reserved Elite Resource Team™ - 2019