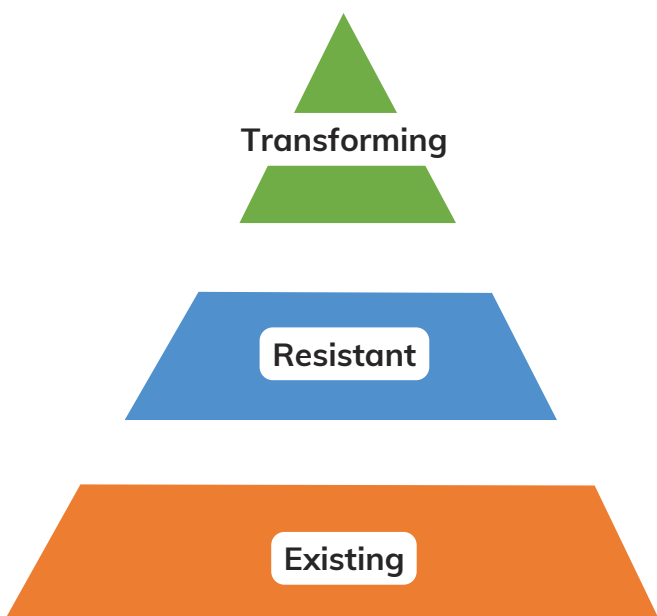




# The Three Types of Accounting Firms

With 2023 just around the corner, it's the perfect time to reflect on the past year and contemplate what the future holds for your firm. Today's firms can be categorized three ways: transforming, resistant and existing. Conduct an honest assessment of your firm to see where you are and where you would like to be. Create a firm strategy built around your future goals for growth and client service.

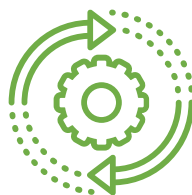
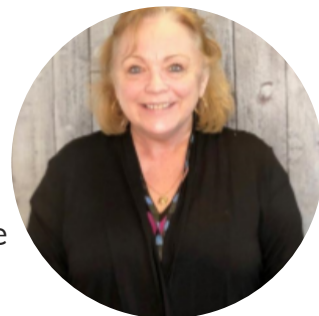


Where do you see your firm in 2023?



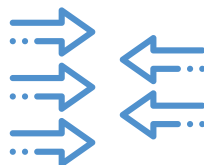
We're seeing more compliance services being automated. Use your time to broaden your scope and provide advisory services.

-Cindy Thomsson  
Customer Success Manager



10% of firms are evolving. They are proactive, adaptive, and incorporate technology and innovation into their practice.

## TRANSFORMING



30% of firms do not evolve. They do not pivot or adapt to the changing market.

## RESISTANT



60% of firms are complacent. They are reactive and do not make strategic changes.

## EXISTING



Our offices will be closed Monday, December 26th and Monday, January 2nd in observance.