

## MAXIMIZING OPPORTUNITY DURING TAX EXTENSIONS

As the extension deadline to file your clients' tax return looms near, take this as an opportunity to expand your service offerings beyond tax and into an advisory role. Many firm leaders recognize that the growth of their firms requires going beyond compliance work. Automation has made it much simpler to do tax preparation, freeing up time to take on additional projects. An article by Thomson Reuters outlines:

"Maximizing profitability requires leveraging all your firm's knowledge to help clients succeed in their individual businesses. Becoming a business partner to clients not only deepens the relationship, but for tax firms, it can transform their businesses into advisory service firms while allowing staff a chance to engage in new work and broaden their skills, which hopefully leads to more job satisfaction."

*'Capturing advisory opportunities during your busiest tax season', 2023*

ProfitCents can help this process by allowing you to automate the data entry component by utilizing our Electronic Tax Return Reader to seamlessly upload client data into the system. Once the data is imported, you can quickly run a number of reports to highlight the client's strengths and weaknesses, opening the door to an advisory conversation.



Upload financials using the Electronic Tax Return Reader



Use the data to run an Industry Data with Company Comparison report



Uncover the client's strengths, weaknesses, opportunities and threats



Schedule a follow up meeting to discuss actionable items

## Value-Added Reporting



“Automation continues to fuel the growth of more profitable services. Utilize ProfitCents and its technology to help expand your advisory services and scale your firm.”



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