

The SCOPE™ Report
May 2021

CPAs Are Not Serving Their Affluent Clients As They Should

In the CPA Horizons 2025 article, Paul Stahlin suggests, "A CPA is no longer defined by 'traditional' services such as tax preparation, audits and financial statements." (2020). At this evolutionary stage, many firms want their CPA to provide services for tax preparation and bookkeeping, more business planning, and strategic advice - especially when they are spending millions or billions of dollars in investments. They require tax planning, cash management and forecasting, and business analytics. (Half, 2020).

CPAs document and assess financial records for individual clients, small or large companies, and governmental entities at the foundation level. The CPA license is a necessity for public accountants, not for private accountants. Some work individually, and others work with companies that provide accounting services to the public.

Small companies could do without a CPA, large companies, on the other hand, must have an employee who is a CPA, or they may outsource the service to an external company. For large companies, it is easy for money to be misused, even with CPA assistance. This is because large companies are high risk and require more attention than they have been getting in the past.

The antiquated way of accounting is to look back at history, what has happened, why, when, where, and how. The future lies in looking forward, and investors rely on foresight. Sleeter Group - now Accountex - found that [72% of small business owners](#) decided to hire new accountants due to only receiving "reactive services" instead of proactive advice.

Additionally, the American Institute of CPA's found that [92% of CPA's are not future-ready](#). (Gidden, 2017).

Accountants – such as CPA’s – would only ‘react’ to something that happened and correct or adjust it. Many high-income earners are missing out on proactive services; that strategically prepare them to mitigate or eliminate taxes.

Sources

1. Stahl P. (2010) *CPA HORIZONS 2025 ARTICLE*. <https://www.aicpa.org/content/dam/aicpa/research/cpahorizons2025/downloadabledocuments/cpa-horizons-report-web.pdf>
1. Half, R. (2020, January 13) *All You Need to Know About CPA Jobs*. <https://www.roberthalf.com/blog/salaries-and-skills/all-you-need-to-know-about-cpa-jobs-and-then-some>
1. CPA Advisor. (2014, April 21) *What Do Small Business Owners Want from Their CPA?* <https://www.cpapracticeadvisor.com/small-business/news/11409596/what-do-small-business-owners-want-from-their-cpa>
1. Glidden, J. (2017, July 28) *13 Statistics Show Big Changes for Accounting Firms*. Introhive. <https://www.introhive.com/resources/13-statistics-show-big-changes-future-accounting-firms/>
1. Mooney, A. (2018, March 31) *Fiduciary rule appeal risks return to the law of the jungle*. Financial Times. <https://www.ft.com/content/cac1fdb0-31d6-11e8-b5bf-23cb17fd1498>
1. Francis, T., Rubin, R. (2021, April 5). *A 28% Tax Rate Will Cost Companies, but Not Equally*. The Wall Street Journal. <https://www.wsj.com/articles/a-28-tax-rate-will-cost-companies-but-not-equally-11617615180>