



# UNLEASHING THE CPA'S POTENTIAL



**THE CPA OF THE FUTURE:  
FROM SERVICE PROVIDER  
TO ESSENTIAL ADVISOR**

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# CPA Horizons 2025 Report



- **CORRECT:** profession moving from compliance services to value-added services
- **CORRECT:** CPAs must embrace technology
- **MAYBE:** CPAs as “Trusted Advisor”...maybe because this moniker must be **EARNED**
- **WRONG:** CPAs must embrace networking and uses of technology for this purpose

# CPA Firm of the Past



- Compliance based
- Lots of paper
- Billing based on hours
- No ASP or “cloud” applications
- Extreme seasonality
- Lots of WIP and A/R
- Standard hours

# CPA Firm of the Future



- **Advisory based**
- **Paperless**
- **Fixed pricing**
- **In the “cloud”**
- **Balanced workflow**
- **Pre-payments and retainers**
- **24/7 Access Model**

# The 5 Catalysts for Change



- Pricing
- Staffing/outourcing/collaboration
- Technology and workflow
- Marketing (inbound, thought leadership, power of story, differentiation)
- Governance and succession

# Future Trends



- Increased complexity and rules
- Continuing economic uncertainty
- Technology fast-forward
- Increased competition
- Knowledge transfer, not hours

# Future Opportunities



- **Specialization**
- **Flexibility and communication**
- **Innovate or perish**
- **Back to specialization**
- **Process map and work flow**



# Game Changers



- Auditor rotation
- Obama Care (Supreme Court)
- Standards integration
- IFRS
- Tax Reform and Sunsets
- FACTA and FBAR
- Dodd-Frank

# What on earth is “inbound marketing?”



- Blogging
- Podcasts
- Video and streaming
- Presentations
- Articles
- And all other forms of “Thought leadership”

# Collaboration, not networking not referrals



- I'll do something for you if you'll do something for me
- I'll do something for you, but I'm keeping track of what you owe me
- I'll invest in this relationship and I expect you to invest similarly over time
- I'll invest in this relationship because it is the right thing to do for my clients

# The Right Thing to do



- No explicit expectation of return
- Satisfaction is serving another person
- Advancement of shared vision, values, goals
- Make the world/your community a better place
- Give it forward
- Broaden your platform = add value to your clients' lives = expand your opportunities

# Specific behaviors



- Ask questions and listen (don't answer questions and talk)
- Get out of your office and away from your computer
- Throw away time-sheets
- Avoid “technical speak”
- Focus on WANTS not needs
- Stress BENEFITS not features
- Express gratitude

# THANK YOU



## How may I serve you?

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