

Practice



Monday

Education/Careers



Tuesday

Tax



Wednesday

A&A



Thursday

Technology



Friday

VOICE OF THE EDITOR

Breaking the Ice

I was on an airplane last night, the last leg of a trip home from our company headquarters in Bristol, UK, when the pilot turned on his speaker and gave us some unfortunate news. Due to delays that were described to us as "congestion at the airport" (speculation among the passengers included bad weather and the fact that President Obama was flying in and out of JFK to visit Newtown, Connecticut), the pilot said he was going to pull the airplane away from the gate and park us on the tarmac; it was expected that we would have to sit for at least two hours before we could take off. Amidst the groans and "Are you kidding?" complaints, one voice of reason stood out.

[Read more](#)



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TIP OF THE DAY

Significant gaps exist between what clients really think and what CPAs seem to believe is important to their clients. These gaps indicate a need for CPAs to revise their thinking.

[Read more](#)

- *Jean Caragher and Rick Telberg, SevenKeys to Successful CPA Firm Management*

PRACTICE HEADLINES

→ "Trust but Verify" Creditworthiness

All too often, companies trust that a potential business partner is creditworthy with very little evidence to support the assumption. CPAs can advise their clients on how to evaluate potential business partners, further instilling their role as trusted business advisors.

→ The Client Assessment Opportunity

Adding a client assessment as a required short-term project for every new client – before agreeing to a long-term engagement – can provide countless benefits for you and the client. It can also help you uncover any unfortunate surprises early on.

→ Making the Case for Value Pricing

Are you really getting paid for what you do? The debate between billable hours vs. value pricing has heated up in the accounting profession over the past few years, especially as technology continues to increase efficiency.

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