

# What to ask a potential accounting partner?



## "Why" do you do what you do?

**Pro Tip:** You're looking for their "why." Their answer should speak to you and not be something like "to provide better numbers for your tax return."



## What type of clients do you work best with?

**Pro Tip:** Do they focus on your industry? Do they have clients with similar revenue or employee sizes?



## What is it like to work with you?

**Pro Tip:** Ask them to walk you through the daily, weekly, and monthly experience. Get a feel with real-life examples about the collaborative process. Who will be working with you, is it one "bookkeeper in the US" or a "blended outsourced team"? Are they organized and structured or winging it to get it done?



## What software applications do you use?

**Pro Tip:** You're assessing if they provide a "modern" accounting experience. Are they cloud-based and paperless or will they have you manage the accounting files and host a CD-based software application?



## What are your capabilities?

**Pro Tip:** Assess their abilities to handle more complex accounting (accrual, budgeting, forward-thinking) and grow with you. What are the skill sets of the team you'll be assigned to?



## How do you price your services?

**Pro Tip:** Do they offer a fixed price or are they hourly? Hourly billing rewards inefficiency and is the old way of delivering a service. It encourages you not to talk to your accounting team. Fixed pricing promotes collaboration. You're not looking to find the cheapest solution. You're looking for a partner that delivers your ideal accounting experience first; then determine if that price represents that value.



## How will you ensure consistent levels of service?

**Pro Tip:** What are their deliverable time frames (e.g., response time, closing the monthly financials)? What happens if those change? Will they be able to deliver a consistent level of service throughout the year? If they do taxes, how will tax season not impact their level of services? If one of their employees leaves, what do they have in place to ensure continuity?

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