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**ADVISORY**

# February 2018 Firm Management Channel

Feb. 20, 2018

## Top Firm Management Blogs & Social Media

**10 Busy Season Exercises CPAs Can Do at Their Desk.** AICPA Insights blog.

<http://bit.ly/2shGFBR>

**Are You a Firm of the Future?** Ron Baker, CPA, from FirmoftheFuture.

<http://bit.ly/2GYN7kz>

**Building a Learning Culture in Your Firm.** Roman Kepczyk, CPA, from CPA Consultants' blog.

<http://bit.ly/2nV5AWu>

**5 Items You Need In Your Firm's Owners' Agreement.** AICPA Insights blog.

<http://bit.ly/2nMzCwh>

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## Firm Management News

**The Benefits of Being a Mentor.** Thirty-eight percent of CFOs who have served as a mentor said the greatest benefit is the opportunity to improve their own leadership skills, followed by 29 percent who cited the internal satisfaction of helping others.

[www.cpapracticeadvisor.com/12393859](http://www.cpapracticeadvisor.com/12393859)

**Accounting Firm Revenues and Profits Continue to Climb.** Revenues were up a solid 7.8%, a tad less than the prior year's 8.1%. Growth from mergers accounted for 26% of total growth compared to 28% the previous year and 30% the year before.

[www.cpapracticeadvisor.com/12390137](http://www.cpapracticeadvisor.com/12390137)

**“Best of the Best” Management Traits for Accounting Firms.** Looking back on the past year of education, successes and firm growth, accounting pros reflected and voted on their best of the best management traits.

[www.cpapracticeadvisor.com/12387825](http://www.cpapracticeadvisor.com/12387825)

**How to Win More Valuation Clients with Your Website.** In a field such as valuation, where repeat work with the same client isn't as common as it is for, say, tax clients, it is vital for firms to make ongoing efforts to keep the sales pipeline full.

[www.cpapracticeadvisor.com/12387356](http://www.cpapracticeadvisor.com/12387356)

**Advisory Services Take Off as Revenue Channel for Accounting Firms.** Almost two-thirds of U.S. accounting and bookkeeping firms reported advisory revenues per client of \$5,600 from advisory services.

[www.cpapracticeadvisor.com/12385415](http://www.cpapracticeadvisor.com/12385415)

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