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Accounting technology company [Ceterus](#) announces a partnership to fuel the growth of North Carolina-based CPA and advisory firm LBA Haynes Strand, PLLC. Through this strategic partnership, LBA Haynes Strand will be better positioned to provide client accounting services, particularly for their growing client base in the dental industry.

Client accounting services (CAS) is a fast-growing and profitable business segment for CPAs. Building upon their highly successful automated accounting and benchmarked reporting solution, financial technology company Ceterus has designed a platform to automate the CAS practice for CPA firms. Using a combination of artificial intelligence and machine learning, Ceterus automates manual data-entry tasks, allowing accountants to focus more time on strategic client needs.

“Our philosophy at LBA Haynes Strand is ‘accounting ahead of the curve,’ and we’re always looking for the best partners and tools to bring that idea to fruition,” says LBA Haynes Strand Principal, Brad McKeiver. “We needed a way to scale-up our services in the dental sector as we have grown. We want to continue allowing our team to spend time with clients, specifically in the advisory capacity and this helps us accomplish that goal. By leveraging Ceterus, we’re able to grow more efficiently while providing added value to our dental clients, which in turn helps them grow, too.”

In addition to automated bookkeeping, Ceterus provides LBA Haynes Strand with customized, industry-specific reporting, and benchmarking tailored to the needs of their dental clients. This technology empowers LBAHS CPAs to provide their dentistry clients with industry best practices and strategic advisory services to increase Practice profitability and growth.

“As the industry landscape continues to change, client accounting services has

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“Ceterus has deep knowledge of the CPA space,” adds Brad McKeiver. “This expertise is evident in the customizations and detail built into their automation technology.”

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