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Accountants have long been the financial scorekeepers for businesses and have benefitted significantly from the past decade of economic growth and prosperity. But as we know, COVID-19 has had a major impact on the economy, fundamentally changing the way accountants can support their business clients. More than ever, clients don't need another scorekeeper—they need financial advice they can trust. That's where Client Accounting and Advisory Services (CAAS) comes in.

In part 1 of the *Client Accounting & Advisory Services* series, Roman Kepczyk, CPA.CITP, CGMA, discusses:

- Why it's important to diversify client services

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