CPAPractice **Advisor**

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Marcus Dillon, CPA, PFS, CGMA – 2021 40 Under 40 Honoree

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- Divested four separate client block/business sales in first ten years
- Curate 16-person firm with leadership team
- Transition from a generalist to a niche focused firm
- Build CAS practice that provides majority of firm revenue with MRR
- Co-launch Rootworks Mastermind Groups focused on \$500k \$5M firms
- Provide key vendors strategic direction on CAS and payroll best practices
- Named to the 2021 CPA Practice Advisor "40 under 40"

What are you doing to make a difference in the profession, your community, the world?

I cultivate relationships with other firm leaders by facilitating Rootworks
Mastermind Groups which evaluate best practices, track performance metrics, and provide accountability. My experience leading Dillon CPAs has allowed me to provide insight on topics such as transitioning a transactional client base to advisory services, building a leadership team, embracing a remote workforce, and implementing technology across service areas. Finally, as owner of Dillon CPAs, I positively impact the lives of our team members by providing a "people first" place to work, our clients through proactive service and education, and our community by helping build stronger businesses.

Favorite books/websites/podcasts/speakers/bloggers:

- Books Built to Sell, Who Not How, Chasing Daylight, Shoe Dog
- Thought leaders Darren Root, Allan Koltin, Andy Stanley, Craig Groeschel
- Podcasts Cloud Accounting Podcast, Better Every Day, Growing Your Firm, EntreLeadership, Future Firm Accounting Podcast, One Step Better

What do you like best about the accounting profession?

I love the ability to take the knowledge and business acumen I have acquired through

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clients. Our industry allows us to intimately guide small businesses owners and make deep impacts in their businesses and their lives. I am thankful for what the accounting profession has provided me in building a profitable business that positively impacts our team, clients, and beyond.

See all of the 2021 "40 Under 40" honorees.

Accounting • Advisory • Technology

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