Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Aaron Berson, CPA – 2021 40 Under 40 Honoree

Founder/CEO

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

- Building a team and new service offering at LisnerAimper, CAAS
- Helping build out a virtual practice at GettryMarcus, VRTL
- Being asked to speak at my first conference
- Speaking at many conferences such as QuickBooks connect, Xerocon, NCCOA – Tax Symposium, AAA Annual meeting, Digital CPA and more.
- Serving on the board of the NYSSCPA's as Vice President and president of the manhattan chapter
- Founding Fringe Advisory and growing over 300% during the pandemic
- Can't leave out being honored now, 5 years in a row by CPA Practice advisor for 40 under 40!
- For more and often updated check out my info page https://fringeadvisory.co/about/aaron-berson/

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

This past year has been one for the record books, the world is in a state I can't remember it being ever in my lifetime and only reading about in history books. Because of this I have been working to support business owners and other firms through all the changes in regulation, strategy, and forecasting. I have been writing detailed articles to help others understand the changes, hosting round tables to bring together practitioners with the same challenges and fostering amazing discussions.

Due to the world being forced into virtual status we have expedited an already growing trend in the accounting profession, to work from anywhere. Many I have spoken to at larger firms had the infrastructure in place, however, the mentality lagged. In person strategies and structure were simply replaced with those same structures just via a video call, often creating even longer hours due to the annexation of commute times into the workin day. This isn't working virtually.

Working virtually is creating a form of asynchronous collaboration that allows for

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Favorite books/websites/podcasts/speakers/bloggers:

This one is so hard as so many speakers have had a large influence on me

- Clayton Oates
- Geni Whitehouse
- Blake Oliver and the cloud accounting podcast

Websites:

- CPA.com
- CPA Practice Advisor
- The Journal of accountancy
- FASB.org (just some light reading) – Actually, really do like reading the actual rules from time to time about specific issues.

What do you like best about the accounting profession?

I love that there is endless opportunity to learn and grow. The accounting profession has been and is going through a massive amount of change every year or two at this point. There are seemingly constant changes to the code we follow in Audit and Tax, there are countless new processes and systems we use in Virtual Controller and CFO Services. The only thing constant about our profession these days is change and that makes for amazing learning opportunities and personal challenges to overcome every single day!

In addition to the endless opportunity to learn there is also the ever increasing ability to be a teacher and influence someone else's journey in a positive way. This can take the form of providing key insights, meaningful conversation or sometimes

pointing out the obvious to our clients and business owners; or this can be teaching

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved