CPA
Practice Advisor

Jun. 13, 2022

By Jasen Stine and Robin Gervais.

When it comes to assisting your clients, there are important measures to take to ensure they are set up for success. Oftentimes when you discuss tax returns, you are talking about their finances from the previous year. It's important to close that door and start fresh in the year to come, including how they can best invest, save, and contribute their money.

Below, we discuss 4 tax strategies to implement now, and the benefits of offering advisory services to your clients.

Contribute to an IRA

their financial future and how you can make sure they get there.

Know the benefits of an HSA

When discussing an HSA contribution, it’s essential to understand the plan your clients get from their employer. Is it high deductible? Low? Non-existent? Once you establish that, you can guide them through the smart options of either contributing inside or outside of work.

If they choose to move forward, they can use it to contribute extra to lower their tax bill on what they owe the IRS, and even lead to a tax refund. Remember, clients come to you for expert advice, once you map out their options – walk them through what each one will look like to help them choose their best course of action.

Contribute wisely

If your clients are in a lower income bracket and have the funds to contribute to an IRA, they can increase the availability of what they have for earned income credit. This can go a long way for clients who depend on you for important advice, and can help them financially in the long run.

Advise on the future

Most clients live in a world where they measure their finances by their yearly tax return. This is the time to change that. Start talking about the future and showcase plans on how you aim to get them there.

Bridge the gap between the yearly tax conversation, and start a quarterly check in where you can advise them on so much more than tax returns. Once you start implementing advisory services, you can start posing questions including “you are doing really well, let’s talk about retirement,” “how about we get more money in your 401K and max it out, especially if your company has matching capabilities” and

Advisory • Benefits

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.