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*By John Graziano, CPA, PFS, CFP®.*

Creating a scalable firm allows you to grow a firm with less friction along the way. Plus, when you focus on scaling, it empowers your firm by making it agile and competitive. If you want to introduce new advisory services or branch off into another specialty in the future, you *can* do so more easily, thanks to following a scalable model.

## Why Make a Firm Scalable?

If you're happy with a small firm or have no intentions of scaling in the near future, you need to know *why* a scalable firm is good for your business. Creating a firm that

can scale means:

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## 4 Tips for Creating a Scalable Firm

Now that you understand *why* making a firm scalable is important, it's time to actually begin the process. A few tips that will go a long way include:

### 1. Standardize Your Workflow

Firm owners who are hands-on often have all of their processes and workflow *in their heads*. However, if you go on vacation, take a step back from the firm or become incapacitated for some reason, your firm is going to have a difficult time operating.

Scaling should begin with you standardizing your entire workflow and *documenting everything*.

You should have standard processes for:

- Onboarding clients
- Communicating with clients
- Offboarding
- Every task you perform

Throughout an entire week, document everything you do. You might even want to screen record, make audio notes and provide written instructions.

The goal is that when anyone steps into a role in the firm, they have *standard operating procedures* that they can follow.

**Bonus:** If you ever sell the firm, these standardized procedures will allow for a seamless transition to the new owners.

## 2. Review and Update Your Technology

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reminders to send over important documents or even pay their invoices.

Investing in technology to speed up workflow, reduce errors and improve client experience does come with an upfront cost. However, technology will also save you money in the long term and allow you to automate tasks, freeing up time for your staff to focus on more important tasks.

## 3. Partner with Other Firms

A recent survey found [54%](#) of firms believe accountants need advisory skills. Advisory services are a growing market, and there's a good chance that some of your clients would benefit from these additional services if you aren't providing them already.

For example, let's say that you want to offer financial planning to your clients, and this is a service you're sure they'll need.

You can partner with a reputable firm that will offer these services to your clients, and you won't take on the burden of:

- Hiring new people
- Managing larger teams

Instead, your partner will deal with the logistics. Meanwhile, you've created a new source of revenue for your firm.

## 4. Delegate Tasks

In the initial stages of your firm's existence, it's not uncommon for owners to take on multiple roles to help the firm run. However, if you've reached this tip, you already have your standardized operating procedures in place.

Now, one of the hardest things to do for scaling is to *delegate*.

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have time to scale your firm because you're not doing everything.

Scaling is something that should be on every firm owner's mind. When you have a scaling-centric firm, you'll adapt to client needs and industry demands *faster* and better meet their needs now and in the future.

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