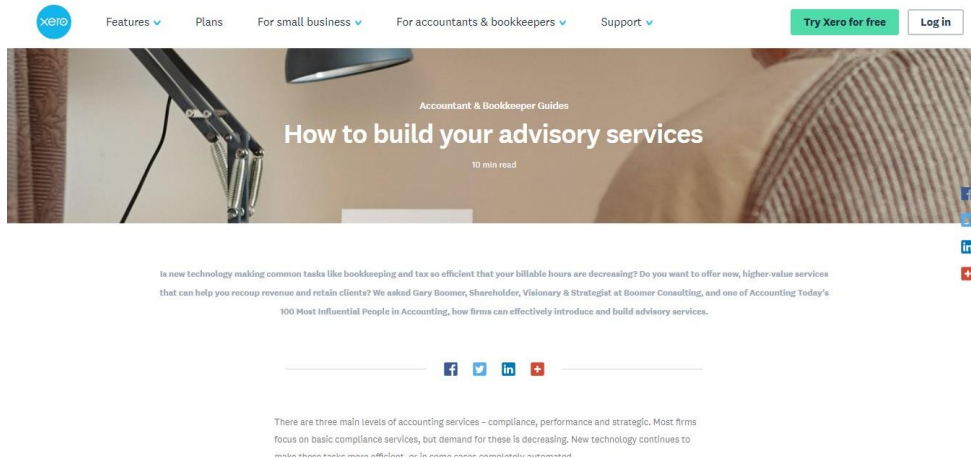


# 4 Steps to Building Advisory Services (and Increasing Profitability)



There are three main levels of accounting services – compliance, performance and strategic. Most firms focus on basic compliance services, but demand for these is decreasing. New technology continues to make these tasks more efficient, or in some cases completely automated. Advisory services can distinguish your firm from the competition and let you provide more value to your clients. This equates to greater revenue and continuous, long-term engagements.