

# Building a Team-Based Model

**The Power of Accountant and  
Wealth Advisor Collaboration**



## How the Majority Work

- Most professionals today do not collaborate
- CPAs, attorneys, financial advisors, and insurance agents usually work reactively in their own silos
- No holistic discussion regarding clients' planning needs takes place

Unfortunately, most professionals today do not work together in a collaborative way to ensure that their individual expertise creates synergy with their clients' other professionals. Many have a hard time even cooperating with one another, let alone actually collaborating.

CPAs, attorneys, financial advisors, insurance agents, etc., all work reactively in their own silos, never discussing how their advice may impact clients' holistic planning needs.

Imagine how dangerous this same dynamic would be if a patient's doctors and nurses didn't communicate with each other or share what medication they were prescribing. That would be life-threatening, and could even be called malpractice! When we engage proactively with a client's entire network of financial professionals, we're making sure we are never surprised and always acting collaboratively and holistically.

## Looking Forward

We recognize proactive and holistic planning is what our clients prefer.



### Proactive Instead of Reactive

Looking ahead to help clients make smarter decisions while protecting and growing their wealth



### Holistic & Comprehensive

Integrating strategic partners and sophisticated planning tools to provide broader scope of service



### What Clients Want

Giving our best clients what they want and expect from their key advisors

Clients want less emphasis on dated traditional compliance services and more emphasis on forward-looking, value-added services like personal planning, business strategy, and advanced tax planning.

That means tax professionals must become more proactive instead of reactive. We help CPA firms to look ahead to help clients make smarter decisions while protecting and growing their wealth by integrating strategic partners and sophisticated planning tools to provide a broader scope of service. This really is what clients want from their trusted advisors.

# The Changing Role of Accountants



Over the last ten years, there's been a dramatic industry shift. Accountants are no longer strictly defined by tax returns or compliance services.

As many tax professionals know, there's been a dramatic shift in the industry. Accountants are no longer defined by tax returns or compliance services. It feels like not a week goes by without some accounting industry article being written about this shift.

## The Problem Today

One of the key problems in the tax profession is that accountants are expected to do more and more work while keeping their prices relatively low.

### Too many clients with low average revenue

**The Math:**  
**500 Total Clients x \$800 Per Client**  
**= \$400,000 Annual Revenue**

For many accountants, the problem isn't that they don't have enough clients; the problem is they have too many of the wrong type of clients. As a result, they end up spending a TON of time and energy on their C, D, and F clients and not nearly enough time focused on their A and B clients. They end up having hundreds and hundreds of clients, with an average revenue per client much lower than they would like, and work feels like a grind. For example, if an accountant had 500 clients but the average revenue per client was only \$800 per year, that's only \$400,000, which might sound ok until you factor in business overhead.

These numbers might be way too low for your business, so forgive that, but the math is still the same!

### What if the average client revenue was \$5000?

**Better Math:**  
**100 A and B Clients x \$5,000 Per Client**  
**= \$500,000 Annual Revenue**

What if we approached this problem from a different angle? Instead of trying to increase the number of clients, what if we reduced it? By focusing on a smaller group of high-value A and B clients, you could significantly boost your average revenue per client while also improving your work-life balance. For now, let's set aside the *how* and just consider the numbers: imagine having 100 A and B clients, each generating an average of \$5,000 in annual revenue. With this approach, an accountant could work with far fewer clients, generate more revenue, and enjoy a more fulfilling work experience.

## Too much of accountants' revenue is limited by selling time or tax returns.

The real problem is the business model taught to accountants. And if an accountant is stuck just selling time for their own expertise, they will always be limited in how much they can earn and how they run their business.

Selling hours means that you are ALWAYS limited by the number of manpower hours you must sell. Not only do you have limited hours in the day, but it's also hard to hire new people. This is why it is rare that new accounting majors coming out of college want to go into the personal tax services business.

## The Solution: Show Your Value

Tax attorneys routinely make \$10,000 - \$30,000 for tax reduction work. Why?

Have you ever considered the fact that tax attorneys will routinely make \$10,000 - \$30,000 per engagement for their tax reduction work? And surprisingly their clients don't complain about it — they are just thrilled to pay a lot less in tax. So essentially if someone really wants to become profitable in a tax firm, they need to get paid for the results they can deliver to their clients — rather than just compliance-based work such as tax return preparation or audit services.

Accountants who can proactively help individuals and business owners save substantial taxes and address their most critical issues hold a significant edge over competitors who are primarily reactive and compliance-focused.

So, the question is ... how do you increase your average revenue per client without increasing your workload?

The answer is working smarter, not harder, by utilizing leverage.

This is where Concentus can help.

Let's say you are the accountant at the middle of this diagram, and your client base is represented by the blue circle on the right.

To give your clients the type of proactive and holistic planning they need and often expect, you, in reality, have to have between 10 to 15 relationships with experts all around you. That represents a lot of relationships and a lot of moving parts for each of your clients.

### Outdated Referral Model

Reactively sending clients referrals for professional services



**In practice, referrals rarely happen — and there is little or no quality control.**

## Team-Based Model

- Understand and prioritize needs
- Address biggest problems
- Achieve most important goals



**TEAM-BASED MODEL = PROACTIVE PLANNING TEAM + VIRTUAL FAMILY OFFICE EXPERIENCE**

Concentus collaborates with accountants to form a Proactive Planning Team. This approach lets you focus on serving your clients without managing 10 or 15 separate referral relationships. Instead, you can join our team and tap into the expertise as part of the Proactive Planning Team and our Virtual Family Office. We'll evaluate any client need, and if it falls within our team's capabilities — working alongside you and anyone else you choose to include — we'll handle it in-house. For needs outside our direct expertise, we have a network of over 80 top-tier specialists, some of the nation's best, who can step in to provide additional support.

The Team-Based Model is the combination of the Proactive Planning Team and Virtual Family Office, and the five areas of expertise they cover: Advanced Tax Planning, Risk Mitigation, Wealth Management, Legal Services, and Business Advisory. If, during our introductory meeting, we both decide that there's enough synergy to explore this relationship further, we will can discuss the Virtual Family Office, platform access and share more about our experts. For now, we hope you see the clear difference between the outdated Referral Model and the new Team-based Model.

## The Concentus Team-Based Model Process

We can help tax professionals in three distinct ways:

**Coaching & Communities** – We work collaboratively and train your staff on how to execute the Team-Based Model

**Tools & Technology** – Designed to make life easier for you and your clients

**Access to Expertise** – We call it the Virtual Family Office, a service that adds to your depth of resource, making you look bigger to your clients, helping to solve a wider set of problems

You'll have access to 80 nationally recognized experts in various areas of proactive planning. These people are now part of your team, wearing your jersey — imagine having a list of 80 experts on your website!





## Costs & Expectations

The Team-Based Model training services are **funded by Cententus** and provided **free of charge** to you.

As part of the Cententus team, you'll:

- Eventually, we will need a commitment from you (or a member of your team) to work a few hours per week (partly coaching / mainly working with clients)
- Understanding (at least in principle) that we will eventually agree on a fee and commission sharing arrangement (about new revenue streams)
- At this stage, we are not only discussing the principle of fee sharing (not the exact details — that can wait)
- Lots of ways this can be structured, but should always be win / win between the Accountant and Advisor

The Team-Based Model training services are funded by our firm, and consequently, they're provided free of charge to you, so there is no cost. However, there will be a level of expectation.

At some point, we'll need a commitment from you or a member of your team to dedicate a few hours per week. Initially, this will primarily focus on attending our meetings, but shortly after, the main focus will shift to working directly with clients, which should be manageable. Additionally, we'll need an understanding that, in principle, we will establish a fee or commission-sharing arrangement — this would apply exclusively only to new revenue streams that we generate together.

## Next Steps

Let's schedule an introductory meeting to get to know each other.

During this meeting, we will:

Answer any questions you may have

Demonstrate the Proactive Planning Process

Discuss ongoing meetings and training

Schedule your [personal consultation](#) with our team, when we can demonstrate the Proactive Planning Process and related tools, as well as discuss ongoing meetings and training.

**For more information, please don't hesitate to contact us.**

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