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The Anatomy of a Successful CAS Provider

Client accounting services, or CAS, is a fast-growing revenue stream for accounting firms as businesses seek advisory in addition to transactional accounting services. Whether you're building this service and seeking talent for your firm, or you're talent offering advisory solutions, know what it takes to make a CAS practice successful.

What Does It Take to Successfully Deliver CAS?

INDUSTRY OR NICHE EXPERENCE

The modern accountant and firm specializes in an industry or niche and provides specific insight on industry SOPs, news and important regulations.



HIGH-LEVEL ADVISORY

Cash forecasting, modeling and high-level advisory services are key. Act as a full finance function and growth partner for clients by creating awareness of all of your services.



Today's firms offer more than technical expertise. They offer:

Collaboration

- Creativity
- Empathy
- Leadership
 - Initiative & discipline

TECHNICAL ACUMEN

Advisory-focused solutions leverage technology for maximum efficiency:

- Workforce management software
- Cloud technology
- Communication platforms
- **Forecasting software**
- / Pitch decks

VALUE-BASED PRICING

Think beyond hourly payment rates and toward value-based pricing and packages.

FORWARD-LOOKING MINDSET

Talent must be proactive and willing to look deeper into their client's financial health to provide regular, forward-thinking insights.

HUNGER FOR EXPERIENCE

Talent is constantly learning, gaining experience and expanding knowledge by taking on new challenges and learning from industry peers.

Learn how Paro can help your firm expand its business offerings at paroforcpafirms.com.