



The Document Deadlock

Getting Clients to Send
What You Need ...
When You Need It!

WOODARD™

Learning Objectives

- 5 tips for fostering high touch client relationships
- Technologies that modernize and mobilize your client interactions
- Ways to securely exchange and store login information between you and your clients
- Strategies for solving the client document deadlock in your practice – a conversation with Andrew Berg, CPA of Berg Advisors



Segment 1

5 Tips for Fostering High
Touch Client Relationships



Tip 1: Add Deadlines to Your Engagement Letters

- Use pervasive date references For example...
 - 2 months prior to your preferred tax filing deadline
 - 3 weeks prior to 1099 filing deadlines
 - 4 days after month end, etc.
- Make your deliverables dependent on these deadlines
 - → Extend Returns
 - → File and Amend
 - → Auto-delay of monthly financials, etc.*
- Create a delay of engagement “option” that increases your price**
 - The client exercises the option passively (i.e., through their inaction)
 - The pricing of the option is percentage based (or flat fee plus percentage)
 - The option escalates based on how much the extend to which the client delays the engagement (e.g., one week vs. two weeks, etc.)
 - The option applies even if the delay by the client results in a change of deliverables per the bullet above, but perhaps at a lower rate



*Clearly state that the client is responsible for any penalties or interest as well as professional fees for additional work performed by your company

**You may wish to include statements about billing for work in process, as the exercise of the delay of engagement option may cause some clients to change accountants.

Tip 2: Provide Year-Round Engagements

- Quarterly Tax Analysis/Planning
- Financial Measurements/Analysis
 - Monthly or Quarterly Meetings with Clients about Key Metrics/Measurements
 - Cash Flow Projections
 - A/R Monitoring and Bad Debt Expense Mitigation
- Spend Management
 - Budget Curation and Enforcement
 - Spending Policy Enforcement (POs, travel policies, etc.)
- Accounting System Checks
 - 1099 Vendors and W-9 Compliance
 - Bank Reconciliations
 - COA Checks/Modifications
 - Changes to Prior/Closed Periods
 - High Level Coding Checks, etc.
- Bookkeeping Services (aka, Client Accounting Services)



Tip: Consider offering these engagements under a subscription model that also includes support cases by you and your team. The goal is to price the relationship with the client while simultaneously streamlining higher seasonal workloads

Tip 3: Offer Bookkeeping Services to Your Clients

- Non-Season Revenue Streams
- Bundle with Tax Preparation to “Pre-Sell” the Tax Return
- Significantly streamline tax preparation timetables
→ increase profits
- Best way to facilitate other year-round engagements
- Increases in automation technologies and outsourced worker options make this model highly manageable



*Did you know? Woodard has a series of online courses that equip accountants to bookkeeping CAS practices. Contact us at info@woodard.com to learn more.

Tip 4: Create Proactive “Touches”

- For tax preparation services:
 - Begin about 6 weeks prior to the deadline
 - Escalate the urgency across the four weeks
 - Provide contextual touches throughout the tax preparation process*
- For monthly bookkeeping, provide contextual touches throughout your bookkeeping cycle*
- For 1099's, begin about 3 weeks prior to the deadline

Note: If you provide year-round engagements, you should still incorporate proactive “touches” to prepare for the engagements detailed on Tip 2 of this presentation



*We will drill down on “contextual touches” in a future segment.

Tip 5: Modernize the Client Experience

- Make your portal highly accessible
 - Email signatures
 - Top level website navigation
 - Links in “touches” for information requests
 - Include an email address to route documents from inboxes into your portal
- Include an online tax organizer in your client portal
- Include a mobile app option for your client portal...and be uber-intentional about client adoption of the app
 - Incorporate chat access
 - Provide document uploads with photo and file upload options...with ongoing access of documents by clients
 - Include e-signature options
 - Notifications through the app for document request and requests for information



Segment 2

Technologies That Modernize
and Mobilize Your Client
Interactions



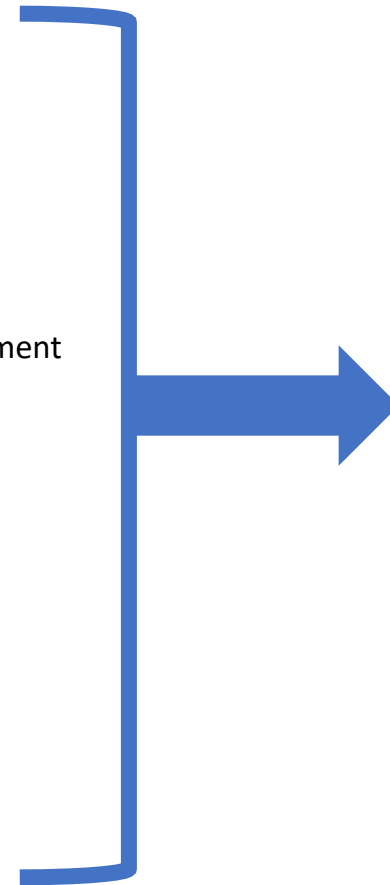
The Ideal Practice Management Solution

- Online Tax Organizer
- Client Portal
- Mobile App
- Workflows with Contextual Document Handling
 - Document attaches at the task level
 - Client Document Requests at the task level
 - Document routing from client portal/mobile app submissions → Document collection task completion
 - Email integration with auto-routing of emails/email attachments
- Virtual drives with local mapping
- Scanning integration/interfaces
- Virtually limitless storage capacities
- In product file preview, editing, combining and annotations
- Folder-level permissions
- Retention policies
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Segment 3

Ways to Securely Exchange
and Store Login Information
Between You And Your Clients



Streamline Document Fetching with Practice Protect

- Securely access documents from over 6,000 cloud sources (e.g., banks, merchant services, utilities, etc.)
- Specifically designed for accountants and bookkeepers
- Password cloaking to protect clients from password mis-handling
- Team-managed multi-factor authentication
- Bottom line: Secure, safe and pervasive connections to client document and information sources!



www.practiceprotect.com/woodard

Free document security consultation!

Segment 4

Strategies for Solving the
Client Document Deadlock in
Your Practice – a Conversation
with Andrew Berg, CPA of
Berg Advisors



A Conversation with Andrew Berg, CPA



Joe Woodard
CEO



Andrew Berg, CPA
Managing Member



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