The CPA Success Guide for Business Owners

How to Get More Value From Your CPA All Year Long

A client education guide your CPA can share with you.

Welcome

Most business owners think of their CPA only during tax season. The most successful businesses, however, work with their CPA throughout the year. This guide will help you understand how to make the most of that relationship and arrive prepared for every conversation.

What Your CPA Really Does

Your CPA can help you:

- Reduce taxes legally through planning.
- Interpret financial reports.
- Improve cash flow.
- Evaluate growth opportunities.
- Select the right business structure.
- Plan for major purchases.
- Stay compliant with tax laws.
- Make informed business decisions.

Why Accurate Financial Records Matter

Accurate financial records help your CPA provide better advice, reduce surprises, improve tax planning, support financing requests, and save time and money.

10 Ways to Get More Value From Your CPA

1. Meet at least quarterly.
2. Review your financial statements monthly.
3. Keep business and personal expenses separate.
6. Ask questions before making major financial decisions.
7. Share changes in your business promptly.
8. Monitor cash flow.

4 Save receipts and supporting documentation.

5 Reconcile accounts regularly.

9 Plan ahead for year-end.

10 Treat your CPA as an advisor, not just a tax preparer.

Common Mistakes That Cost Money

- Waiting until tax season.
- Missing or incomplete documentation.
- Misclassified expenses.
- Ignoring bookkeeping issues.
- Failing to review reports.
- Mixing personal and business finances.

Before Your Next CPA Meeting

Bring the following to every meeting:

- Current Profit & Loss
- Balance Sheet
- Payroll information
- Loan information
- Major purchases
- Questions you want answered
- Cash flow concerns
- Business goals

Questions to Ask Your CPA

› *Which financial numbers should I monitor every month?*

› *Are there tax-saving opportunities I should consider?*

› *Is my current business structure still appropriate?*

› *How can I improve cash flow?*

› *What should I do before year-end?*

› *Are there financial risks I should address now?*

The Hidden Cost of Inaccurate Books

Even small errors can affect tax planning, profitability, financing, and decision-making. Clean financial records allow your CPA to focus on strategy instead of correcting preventable problems.

Working Together

Many CPAs collaborate with trusted financial specialists who help business owners improve the quality of their financial records before important planning meetings.

About Iris Carter-Collins

Iris Carter-Collins is a Financial Clarity Specialist who helps business owners uncover hidden issues in their financial records through a Financial Diagnostic Review. Her goal is to help business owners gain greater confidence in their financial information so they can have more productive conversations with their CPA.

Better financial clarity.

Better decisions.

Better collaboration with your CPA.

Your CPA can provide better guidance when your financial information tells the right story. Investing in organized financial records is one of the simplest ways to strengthen your business.

Have Questions?

Reach out to our office — we are here to help you get the most out of your financial information and our work together.

We look forward to hearing from you.