

The impact of Practice Forward

- Data collected from the 2023 1st Annual Practice Forward Member Survey
- 87 accounting firms surveyed across the U.S.

Average first 12-month billing for new clients increased by



Average monthly billing for existing clients increased by



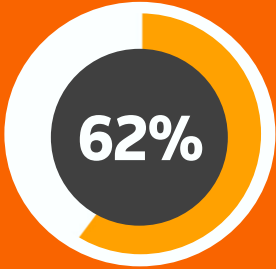
Practice Forward firms estimate an increase of

25%

in overall annual revenue within the first 12 months after completing their Practice Forward implementation

Firms who implemented Practice Forward were able to increase the number of clients on recurring billings by

80%



of firms surveyed reported client satisfaction has increased since implementing Practice Forward

34% do not know
Only 3 respondents did not report this



of firms surveyed reported staff satisfaction has increased since implementing Practice Forward

40% do not know
Only 3 respondents did not report this



of firms surveyed reported implementing Practice Forward has increased the firm's value and attractiveness to a potential buyer

33% do not know
Only 3 respondents did not report this

How do firms know client satisfaction has increased?

- “Increased referrals, significant positive, direct feedback.”
- “Clients tell us during meetings that they love this approach. Furthermore, advisory clients are referring fantastic potential clients to us that meet our model.”
- “Multiple clients have advised that they have learned more through the advisory sessions than they had in years (or even decades) of being in business.”
- “Surveyed our clients and had a higher Net Promoter Score than the last survey five years prior.”

How do firms know staff satisfaction has increased?

- “Work life balance significantly increased.”
- “They tell us and try to get their friends jobs with our firm. They also actively recruit prospects for us.”
- “The staff is working fewer hours as we are serving fewer clients and making more money.”
- “Staff have shared they have less stress.”
- “More buy in by staff, increased responsibility, higher pay and bonus incentives, top places to work for award.”

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