

THE TECHNOLOGY OF THE FUTURE

John Seale of RBSK Partners PC believes Accounting CS represents the direction of the tax and accounting profession

RBSK Partners PC is an accounting firm based in Greensburg, Indiana. The firm has more than 1,000 clients, comprised of a mix of individual, business, agriculture and manufacturing clients. The firm works with a variety of industries and offers a wide range of services, including a full range of accounting and tax management services and more.

RBSK Partners PC recently celebrated its 50-year birthday, and managing partner **John G. Seale, CPA.CITP**, has been with the firm since 1984. Seale describes the firm's culture as family-oriented, which also extends to the treatment of clients. "For most of our business clients, we know their kids, we go to the funerals for their parents—we get to know them pretty well on a one-on-one basis," Seale says.

The firm has been a Thomson Reuters customer for more than 15 years and uses an extensive range of products. When RBSK Partners PC started using Accounting CS, Seale says it resulted in remarkable firm-wide efficiencies, with payroll and Accounting CS Client Access bringing major positive changes to the firm's revenue and work culture.

CLIENT ACCESS: GIVING POWER BACK TO THE CPA

When the firm moved to Accounting CS, their first area of focus was payroll. "We started converting payroll clients and we saw the efficiencies that could be made there," Seale says. "At the end of the quarter, we brought on 200 plus clients."

Even more than that, Seale's favorite feature is Accounting CS Client Access—the fully customizable, cloud-based software that empowers firms to work with clients simultaneously in real time. "It gives the power back to the CPA to take more control over the books and the accounting of the client," he says. Accounting CS Client Access was adopted easily by the firm's clients and also served as an effective retention tool. "It makes everybody more efficient and I think that was the big surprise," Seale says, who enjoys the additional opportunities for one-on-one interactions with clients. "It was just a whole new dynamic that was not expected."

Accounting CS has also improved the work lives of the RBSK Partners PC staff and clients, primarily because of the collaboration the software facilitates through online access. Staff can work remotely and perform tasks in ways that are no different from how they would work in the office. Seale asserts that the online collaboration has really changed the dynamic of the firm and eliminates the strict need for working at a desk during set hours.

"I would definitely recommend Accounting CS and I believe it is the technology of the future—I think it represents the way the profession is going as consultants, with built-in collaboration tools and a lot of ability to interact with your clients," Seale says. "I would highly recommend that somebody look at Accounting CS, learn the features and go through the training. And I think they will see the difference."

ACCOUNTING CS®



RBSK PARTNERS PC
John G. Seale, CPA.CITP
Managing Partner

ABOUT

RBSK Partners PC is based in Greensburg, Indiana, with three other satellite offices throughout the state—in Batesville, North Vernon and Brookville. Primary clients are comprised of a mix of individual, business, agriculture and manufacturing clients. Services include bookkeeping/write-up, payroll services, business valuation, assurance and advisory services, financial and retirement planning, a full range of tax management services and more.

WEBSITE

At **rbskpartners.com**, the firm offers industry resources and news, tax tips, financial tools, IRS and online forms, detailed information about firm services and more.

SOFTWARE

RBSK Partners PC uses Accounting CS, UltraTax CS®, Practice CS®, GoFileRoom®, Virtual Office CS®, Workpapers CS™ and more.

To learn more, visit **Tax.TR.com/ACS** or contact us at **800.968.8900**.

