

REVITALIZING A PRACTICE

How Practice Forward helps this accounting firm communicate value to clients

Mt. Hood Tax & Accounting Professionals is an accounting firm in Gresham, Oregon. The firm's primary clients include medical professionals, real estate agents, construction clients and business clients. They provide services to about 1,100 clients, the majority of which are individuals, as well as 165 businesses that are entity clients.

Sean Berry, the owner of Mt. Hood Tax & Accounting Professionals, has been a CPA for 15 years. Mt. Hood Tax & Accounting Professionals has been a Thomson Reuters customer for about a year. "I do think Thomson Reuters is a trusted partner," Berry says.

Berry is responsible for practice management and enjoyed an easy transition to **Practice Forward**, a subscription consulting and content offering that helps progressive firms develop an action plan to improve margins, drive growth and elevate client service. Practice Forward has been key in helping Berry effectively convey the value of his business to his clients.

SOLIDIFYING TAX STRATEGIES

When asked to describe his firm, Berry says, "We're focused on our clients and, in essence, we're tax geeks." Ninety percent of Mt. Hood Tax & Accounting Professionals clients have mobile technology and are working to meet an increasing demand for a successful online presence.

This demand requires accounting firms to be more efficient than ever—it's not just all about tax compliance anymore. "It's becoming more and more of a necessity to develop tax strategies and to mitigate the consequences of taxes," Berry says. "Practice Forward has helped us progress toward more of the advisory services and be more focused on tax strategy and tax implementation of those strategies."

By consolidating information into concise templates, Practice Forward provides crucial organization and a clear way to communicate the value of tax strategy recommendations to clients. "I can bill the client for the value that I'm providing," Berry says. "And I feel more confident in billing them."

In addition, Practice Forward has significantly improved the consultation revenue of Mt. Hood Tax & Accounting Professionals. "In just a three month period of using Practice Forward, I've been able to double where we were as compared to last year, year to date," Berry says.

Transitioning to Practice Forward was also a straightforward process for the firm—Berry quickly started using the provided templates with clients. "My first client that I presented a proposal to using the Practice Forward template surprisingly said, 'Absolutely yes. This makes so much sense. It's simple,'" Berry says. "And she said, 'Thank you.'"

Berry has enjoyed his experience with Thomson Reuters consultants. "I'm dealing with about three to four different people for the implementation of Practice Forward and Practice CS," Berry says. "There's been really good communication between these individuals so that I'm not having to repeat myself and what I would like to see."

PRACTICE FORWARD™



MT. HOOD TAX & ACCOUNTING PROFESSIONALS

Sean Berry, Owner

ABOUT

Mt. Hood Tax & Accounting Professionals is based in Gresham, Oregon. Primary clients are comprised of medical professionals, real estate agents, construction clients and business clients. Services include tax planning and preparation, payroll services, cash flow and budgeting analysis, debt and finance advising, business valuation, mergers, acquisitions and sales and more.

WEBSITE

At **mthoodtax.com**, the firm offers tax tools, financial guides and information about firm services—including tax planning and preparation, payroll services, cash flow and budgeting analysis, business valuation and more.

SOFTWARE

Mt. Hood Tax & Accounting professionals use Practice Forward, UltraTax CS®, Practice CS®, NetClient CS®, FileCabinet CS® and Fixed Assets CS®.

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

