



USE TECHNOLOGY TO BETTER SERVE YOUR CLIENTS' — AND YOUR OWN — NEEDS

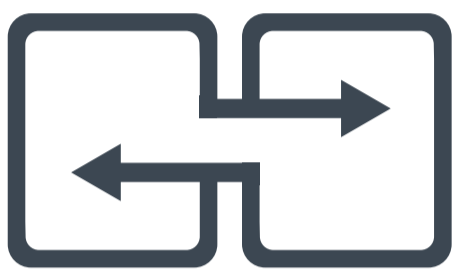
ACCOUNTANTS FACE MORE BUSINESS CHALLENGES THAN EVER BUT TECHNOLOGICAL SOLUTIONS ALLOW FIRMS TO PROFIT FROM THESE CHALLENGES.

The business and time challenges are immense

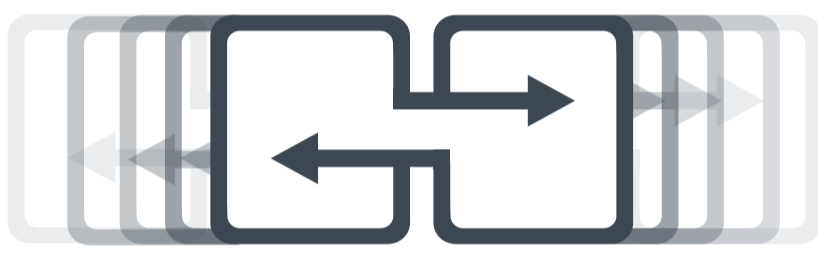
1 | New rules and regulations are wreaking havoc in your world and delaying tax season



In 2015
the federal government enacted **18 bills** that included tax changes¹



Within these public laws are more than **150 tax changes**



In 2017, the biggest tax reform bill was enacted in **30 years — the Tax Cuts and Jobs Act —** representing even greater change, including more than **270 internal revenue code changes**

What if you could address tax law changes faster to serve all clients better?

2 | These new regulations are compressing the time spent advising clients



Firms with sole practitioners up to 10 professional staff cite seasonality/workload compression as one of the top 5 issues for CPA firms²

What if you could automate your tax workflow, freeing up time to help them more?

3 | Which means you're only able to focus on what clients need today



Two out of three clients cited poor customer service or inattentiveness as the primary reason they left their tax professional³

What if you could give clients what they need before they know they need it?

The right technology allows accountants to successfully meet today's most critical challenges, turning them into profitable opportunities:



Address tax law changes immediately
through automated solutions



Reduce errors and save time
by eliminating the need for re-keying inputs



Use technology to identify clients' needs of tomorrow.
This includes scenario planning of how they will be impacted by tax changes

Better serve your clients in less time by using the right technology: UltraTax CS
Visit <http://tax.tr.com/ultrataxcs> to learn more.

¹Changes in Tax Legislation in 2015: Lots of Them! Tax Insider, March 2016

²AICPA 2017 PCPS CPA Firm Survey on Top Issues

³Are Your Clients Safe?, AICPA Store, May 2011

