

**Listen for the answers that offer guidance, availability, protection, predictability
and the ability to communicate with one another comfortably.**

1. How long have you been a CPA?
2. How long has your firm been in business?
3. What is the current structure of your firm?
4. Who are some of your current clients who have similar businesses to mine and who are your target clients?
5. What services do you offer besides preparation of my tax return annually? Do you provide bookkeeping? Payroll? What other services do you offer?
6. Who within your firm performs those services?
7. How do you prefer to communicate with me and my accounting person/staff?
 - a. How often is recommended for us to speak by phone or in person? (not email or text)
 - b. Do you travel to my office for meetings or do we travel to you?
8. What type of technology and innovation do you offer at your firm?
9. How do you calculate your fees?
10. Do you have any specialties?
11. Will the person I deal with change? Will I get a regular person to discuss my finances with?
12. How would I go about transitioning my services to you from my current CPA? What is the best timing for transition of a CPA?
13. Where does your firm bring the most value to your client relationships?
14. Why should I hire you and your firm?
15. Do you have additional questions for me or questions I should've asked you before making my decision?

**** If you are a construction company, you will want to ensure the firm is well versed at WIP reports, Labor Burden and Job Costing and tax advantages offered to construction companies ****