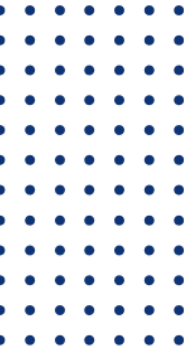




AUDIENCE INTELLIGENCE REPORT

October 2022



The Community Is Growing

Our super users in the last month included:



Accounting Standards Director



Owner



Head of Delivery



Founder/Partner



Partner



Financial Controller



Director



Head of Finance



THE UNIVERSITY
of EDINBURGH

Auditor



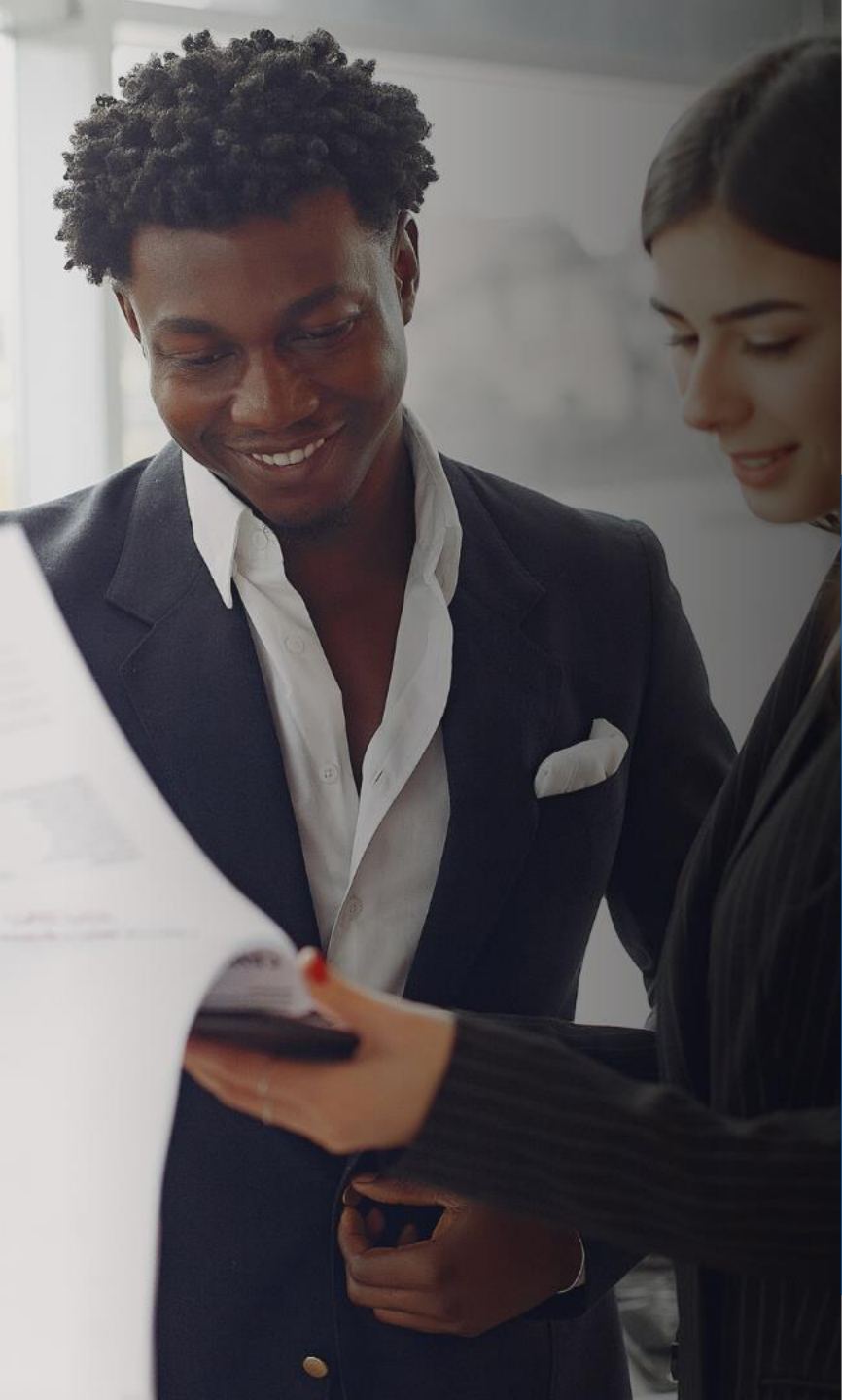
Head of Accounting & Finance



Director



Owner



What We're Hearing From Our Audience

Our content team spends over 1000 hours each year conducting primary research across all of our communities, this is what they heard across last month:

Key topic: Practice growth

“

We seek, wherever possible, to win new clients through personality and relationship which may come from a cold start, but more often comes from a referral. Firms shouldn't seek to win clients at any cost, as we have seen time and time again how this drives down fees and soon thereafter, quality.

”

- Partner, mid-tier accountancy practice, UK

Advisory Services = Best Route To Growth?

An increasing number of mid-market professional services firms seeking expansion believe offering clients a full package of accountancy and specialist consultancy services is the most effective way of stimulating growth.

While the Big Four firms have long dominated the business advisory and consultancy market, mid-tier accountants are now maneuvering to increase their capabilities in this area. This is thought to be an important market differentiator that helps tie in loyalty.

The advisory arm of PKF Littlejohn, for instance, has experienced steady expansion in recent years and now equates to around 10% of the business. A further growth stream, according to market participants, is outsourcing. Here, the firm will step in, either long or short term, to provide financial management beyond basic bookkeeping. This is increasingly in demand from SMEs who are finding it hard to find someone suitably qualified for an in-house role.

“

Currently, the average accountancy firm delivers [approximately] 30% advisory services and 70% compliance. This is destined to flip and will require different skills, experience and delivery methodologies.

I still believe that the personal relationship will be integral... and so people development will be a key part of a growth strategy to remain relevant, competitive and open to new ideas.

”

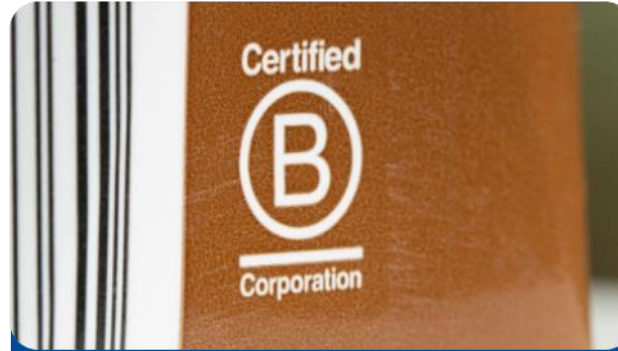
- Partner, mid-tier accountancy practice, UK

Top 3 Read Articles Last Month

Delve deeper into the content our audience are engaging with to solve the challenges across strategic planning, email marketing and measurement & loyalty



IR35 repeal U-turn a massive oversight



BKL becomes first major accountancy B Corp



Accountancy market primed to poach Big Six business, experts say



THANK YOU

Hopefully you find the insights from this month's report beneficial.

If you'd like more information and insights on the Accountancy Age audience let us know



partnerships@contentive.com

