



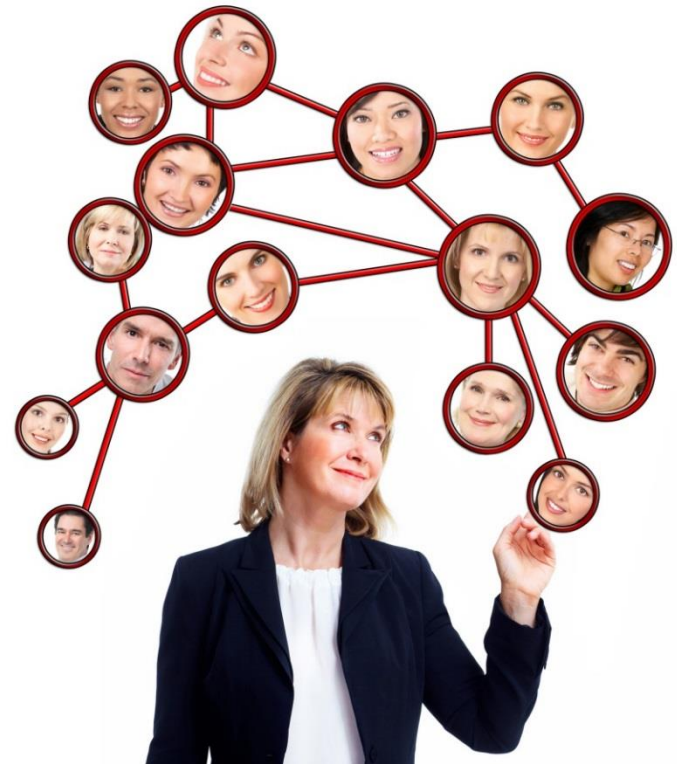
**Get in Front of CPAs  
with CPE Workshops**

# Problem:

You want to connect with CPAs and form referral partnerships but you don't know how. Cold calling isn't working and you need a new technique.

# The long game

- Regularly receive phone calls from financial advisors
- 5x longer to get a professional referral
- 9-12 months to form a CPA connection



# Solution:

Host workshops for CPAs and grant them CPE credit.

# How can I grant CPAs CPE credit?

# NASBA presentations

- National Association of State Boards of Accountancy
- CPE sponsors can award CPE credits for workshops



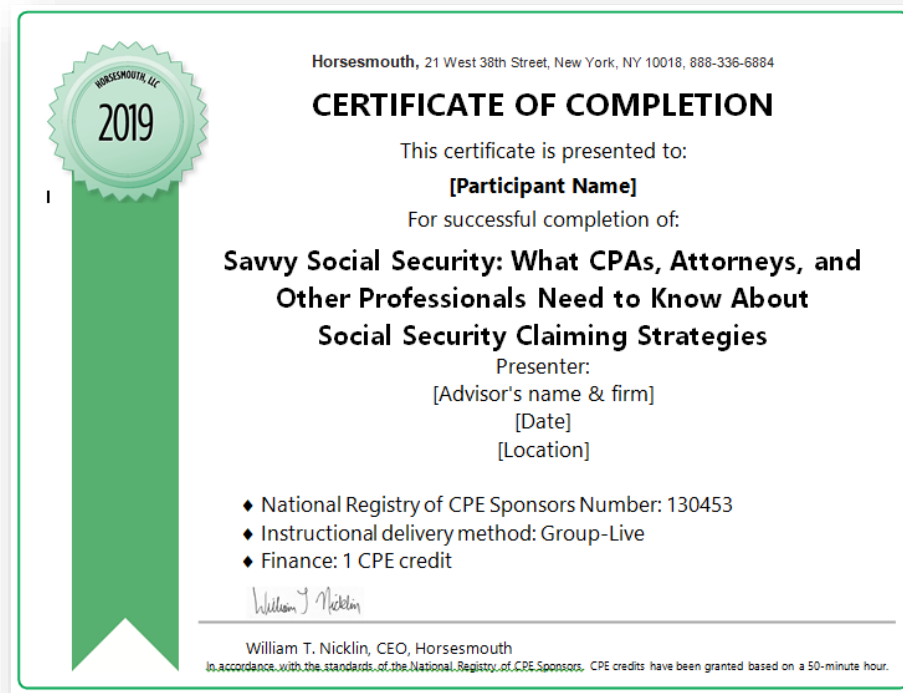
# The requirements

- Meet requirements of state licensing bodies
- Developed by subject matter expert
- Reviewed by active CPA
- Include element of engagement



# And more...

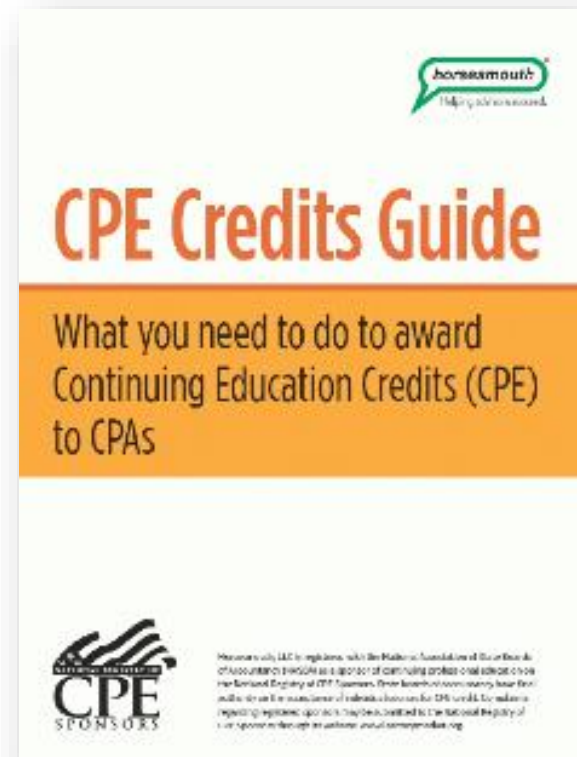
- Marketing flyer
- Attendance sheet
- Evaluation form
- Certificates
- Storage



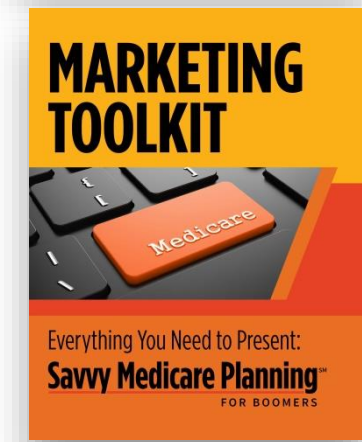
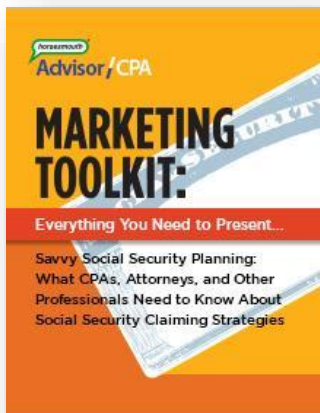
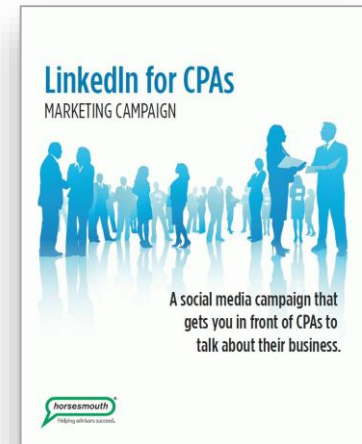
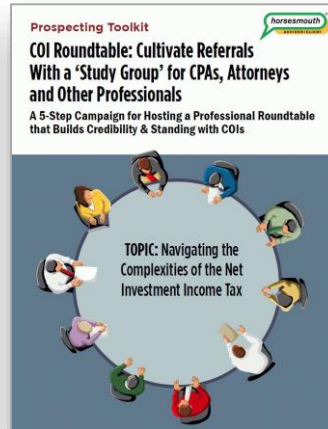
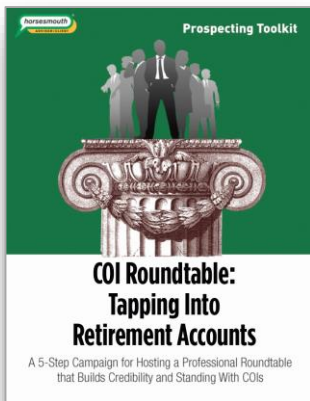


# Advisor/CPA

- Approved CPE sponsor
- 6 NASBA approved presentations and all supporting materials



# The presentations



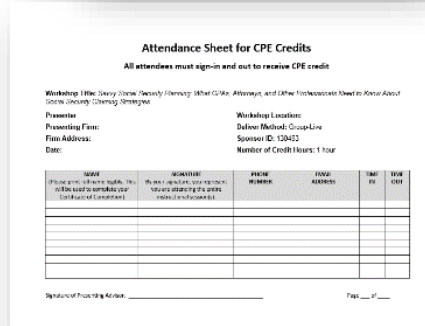
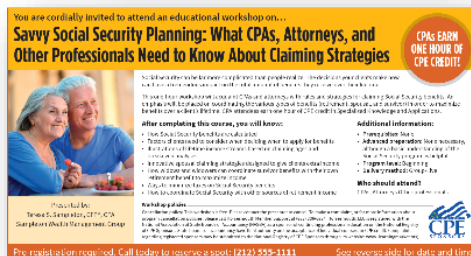
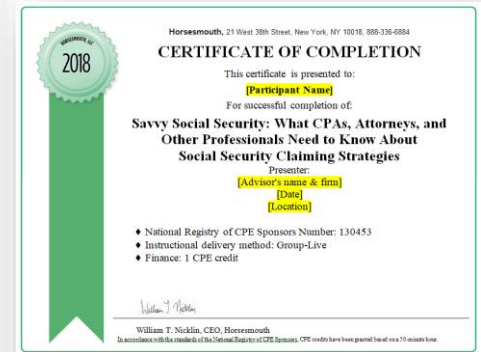
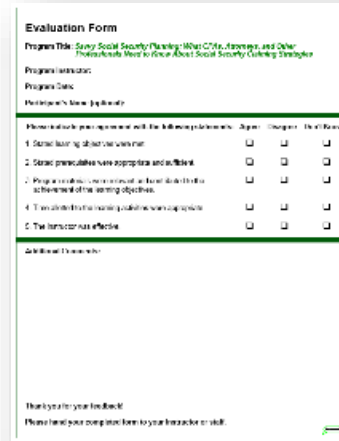
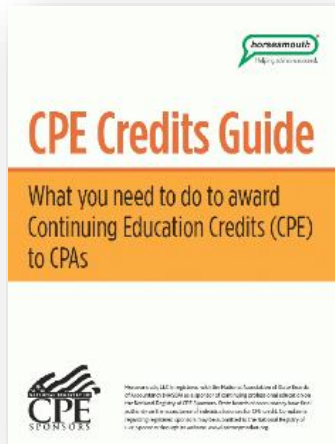
# A closer look: Savvy Social Security Planning

## CPE Credit Guide

## Marketing Flyer Postcard

## Evaluation Form Attendance Sheet

## Cert of Completion

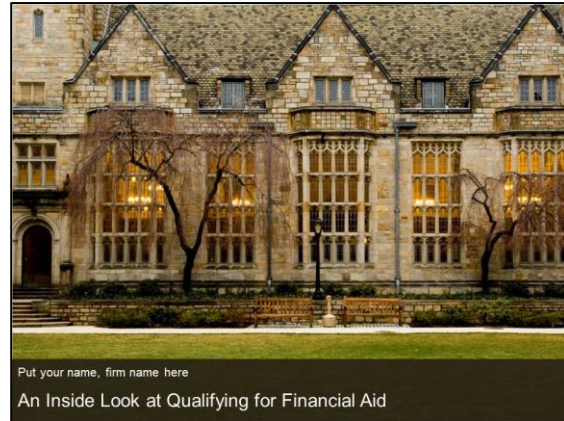


# Other Horseshmouth presentations

## Savvy IRA Planning for CPAs

10 Things CPAs Should Know About IRAs

1



## Managing Health Care Expenses in Retirement

What Baby Boomers Need to Know About Medicare and Long-Term Care

Your Name  
Firm Name

Disclosures

## 4 Keys to Making a Difference in a Family Caregiving Challenge

Savvy Caregiving   
FOR BOOMERS

# How do I get CPAs to come?

# Case Study: Dale Wright

- Richmond, VA
- Large network of CPAs in the area to connect with
- Previously: Sponsored someone else who was CPE certified to hold workshop



# Now: Presents himself

- Savvy IRA for CPAs presentation
- Contacted CPA firm he had relationship with
- Offered to hold workshop at their office

## **Savvy IRA Planning for CPAs**

10 Things CPAs Should Know  
About IRAs

1

"It's really a pain to get certified to award CPE credit, so in the past we would sponsor someone else who is CPE-certified to teach a workshop. But since Horseshmouth took care of all the CPE issues for us, it allowed us to go and be the experts."

- Dale Wright



# The workshop

- 12 of 15 CPAs came
- Morning presentation: Coffee, bagels, juice
- Know the material
- Follow-up



# Results

- Approached by one CPA before he left
- Founder impressed
- Future trainings



# Case Study: Donald Morgan

- Spokane Valley, WA
- Small business owners and CPAs



"My goal with CPAs is a little different from most advisors. We don't approach them only as referral sources. We try to show CPAs who we are and how we can help them improve their practices, particularly through our CPE workshops. Because eventually, we want them as clients."

- Donald Morgan

# Using LinkedIn

- Current connections
- Blog platform
- Saved searches
- Lead gen



# Different programs

- 12 hours of CPE
- Different locations
- Positive feedback on all presentations



# Results

- At least one referral a month
- 24 CPA clients





# Other ideas

- Ask your best clients about their CPAs
- Contact firms in your area

Net Worth	Investable Assets	% of Assets Under Mgmt	Other Advisors
11,000,000	9,200,000	78%	??
4,000,000	2,000,000	60%	John Anderson
3,000,000	1,100,000	100%	??
3,000,000	2,200,000	45%	??
2,000,000	2,100,000	100%	??
2,000,000	2,000,000	75%	??
2,000,000	650,000		
1,700,000	1,000,000		
1,700,000	900,000		
1,500,000	2,000,000		
1,300,000	760,000	100%	??
1,300,000	700,000	94%	??
1,300,000	625,000	100%	Mary Thompson
1,300,000	560,000	100%	??
1,100,000	775,000	100%	Jones Acctng
1,000,000	560,000	100%	??
1,000,000	560,000	100%	??
1,000,000	600,000	100%	??
1,000,000	500,000	72%	??
800,000	650,000	100%	??
750,000	700,000	100%	??
500,000	400,000	81%	??

**JUST DO IT!**



# Best practices

- Choose a good time of year
- Morning or lunch
- Light snack
- Educate
- Follow-up



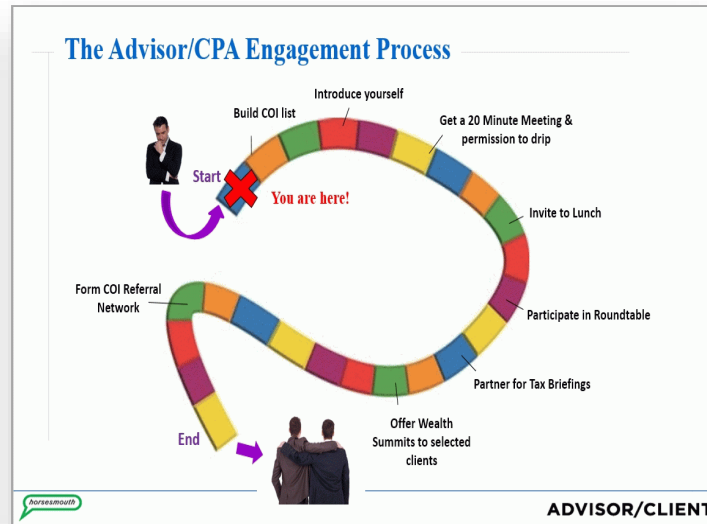
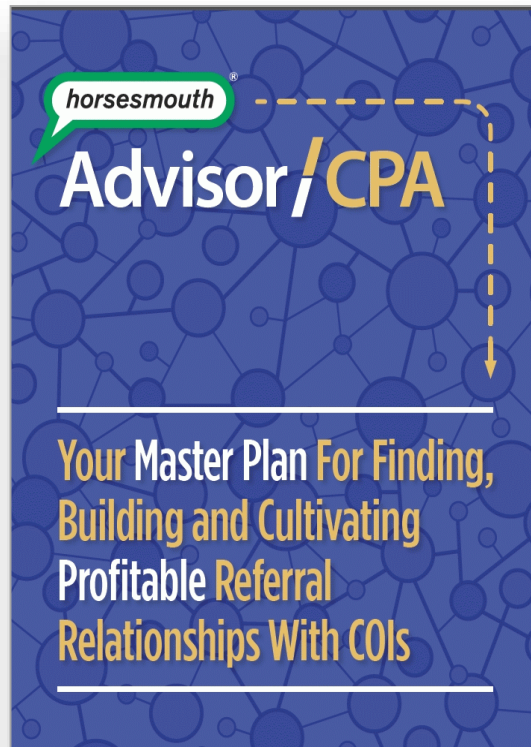
# How do I turn CPA attendees into referral sources?

# Send relevant information

- Articles in the news
- Survival kit during tax season
- Future event invitations



# Advisor/CPA



A year's worth of  
CPA marketing!

# Advisor/CPA article reprints

Category	Item	Value
Income	Net Income	\$100,000
	Operating Income	\$120,000
	EBITDA	\$150,000
	EBIT	\$130,000
Expenses	Operating Expenses	\$20,000
	Interest Expense	\$5,000
	Depreciation & Amortization	\$10,000
	Taxes	\$15,000
Capital	Capital Gains	\$20,000
	Dividends	\$10,000
	Interest Income	\$5,000
	Other Income	\$5,000

### Creating a Financially Organized Life

Thomas A. Samperton, CFP®, CPA  
Financial Health Management  
121 Main Street  
New York, NY 10002  
Tel: 212 694-1100  
Fax: 212 694-1101  
www.sampertonwealth.com

**How to get a jump start on creating a system to organize your bills, statements, policies, and other financial paperwork.**

Financial organization is a key element of a healthy financial life. It is the foundation upon which all other financial planning is built. Without a system to organize your financial information, you are unable to make informed decisions about your future. This article provides a step-by-step guide to creating a system to organize your financial information.

### 10 Important Tax Rules & Changes for 2017

Thomas A. Samperton, CFP®, CPA  
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New York, NY 10002  
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**With a new president in office, many expect sweeping tax reform this year. But until that happens, here are the current tax rules and changes that may affect your retirement contributions, health care expenses, and more.**

1. **Income taxes**  
The 2017 tax year is the last year in which the current tax rates will apply. The new tax rates will take effect in 2018. The new rates are as follows:

### 5 Things You Can Do With an IRA That You Can't With a 401(k)

Thomas A. Samperton, CFP®, CPA  
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1. **Make a qualified charitable distribution**  
If you are 70½ or older, you can make a qualified charitable distribution (QCD) from your IRA. This allows you to transfer funds directly from your IRA to a qualified charity, and the distribution is not taxable.

### 6 Savvy Questions About Social Security

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1. **Income taxes**  
Social Security benefits are taxable if you are single and your income is more than \$1,000, or if you are married and your income is more than \$2,000.

### The Top 7 Questions for an Effective Beneficiary Audit

Thomas A. Samperton, CFP®, CPA  
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**The question of who inherits your assets becomes more important as you age. A good beneficiary audit can ensure you that the right people will inherit the right accounts and that the applicable tax and investment issues are carefully considered.**

Question	Answer
1. Who are the beneficiaries of your accounts?	Check all accounts to ensure beneficiaries are up to date.
2. Are the beneficiaries the right people?	Consider the needs and wishes of all beneficiaries.
3. Are the beneficiaries the right people?	Consider the needs and wishes of all beneficiaries.
4. Are the beneficiaries the right people?	Consider the needs and wishes of all beneficiaries.
5. Are the beneficiaries the right people?	Consider the needs and wishes of all beneficiaries.
6. Are the beneficiaries the right people?	Consider the needs and wishes of all beneficiaries.
7. Are the beneficiaries the right people?	Consider the needs and wishes of all beneficiaries.

### How to Know if You've Been Hacked

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Fax: 212 694-1101  
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**Cyber attacks are launched at us every day. Do you know the warning signs that your security has been compromised?**

1. **Unusual activity**  
If you notice any unusual activity on your computer, such as slow performance, pop-up ads, or unfamiliar files, it may be a sign of a cyber attack.

### 11 Financial Tips to Make Caregiving Easier

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**Caregivers generally tend to be elderly/disabled family members as a labor of love, but it can also be taxing for them financially and otherwise. These 11 tips can help you manage the financial side of caregiving and keep things under control.**

1. **Take advantage of your state's resources**  
Many states offer financial assistance to caregivers. Check with your state's Department of Social Services for more information.

### Parents Want to Know: Will My Child Make a Good Salary After College?

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121 Main Street  
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**With all of the cost and stress of sending children to college, parents want their graduates equipped to get high-paying jobs quickly. Find out which schools offer their children the best employment prospects with some newly available and very useful tools.**

1. **Use the Bureau of Labor Statistics**  
The Bureau of Labor Statistics provides information on job growth and salary trends for various occupations.

### What's New in Health Care in 2018?

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1. **Income taxes**  
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### 10 Reasons to Visit Your CPA Before Year-End

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1. **Income taxes**  
Visit your CPA to ensure you are taking full advantage of all available tax deductions and credits.

### How to Donate to Charity

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**With a new president in office, many expect sweeping tax reform this year. But until that happens, here are the current tax rules and changes that may affect your retirement contributions, health care expenses, and more.**


1. **Income taxes**  
Charitable contributions are deductible from your taxable income. However, there are limits on the amount you can deduct.

# Advisor/CPA seasonal communications

## KEY FINANCIAL DATA 2017

Account	2017 Year-to-Date	2016 Year-to-Date	% Change
Assets			
Cash	\$1,234,567	\$1,100,000	12.2%
Accounts Receivable	\$234,567	\$220,000	6.6%
Accounts Payable	\$123,456	\$110,000	12.2%
Net Worth	\$1,345,678	\$1,210,000	11.1%

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Vice President  
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## Health Care Quick Reference Guide

### MEDICARE FOR INDIVIDUALS 65+

**Medicare enrollment periods**

To enroll in Medicare coverage, you must enroll during your Initial Enrollment Period (IEP). The IEP is the first 7 months after you turn 65, the first 3 months before you turn 65, or the first 3 months after you turn 65.

**Special enrollment periods**

If you are already enrolled in Medicare and you have a qualifying event, you may be able to enroll in Medicare during a Special Enrollment Period (SEP). A qualifying event is an event that causes you to lose your Medicare coverage or that causes you to become eligible for Medicare.

**Medicare Advantage plans**

Medicare Advantage plans are private insurance plans that provide Medicare benefits. They are offered by private insurance companies that are approved by Medicare. Medicare Advantage plans may offer additional benefits, such as vision, hearing, and dental coverage.

**Medicare Supplemental Insurance (Medigap)**

Medigap plans are private insurance plans that help pay for some of the costs that Medicare doesn't cover, such as copayments, coinsurance, and deductibles. There are different types of Medigap plans, and you can choose the one that best fits your needs.

**Medicare Part D**


Medicare Part D is a voluntary prescription drug benefit. It is offered by private insurance companies that are approved by Medicare. If you enroll in Medicare Part D, you will have to pay a premium and a copayment for your prescriptions.

**Medicare Part B**

Medicare Part B is a voluntary medical insurance benefit. It covers medical services that Medicare Part A doesn't cover, such as doctor visits, hospital care, and medical supplies. If you enroll in Medicare Part B, you will have to pay a premium and a copayment for your medical services.

**Medicare Part A**

Medicare Part A is a voluntary hospital insurance benefit. It covers hospital care, skilled nursing care, and home health care. If you enroll in Medicare Part A, you will have to pay a premium and a copayment for your hospital care.



**Wealth Management Group**  
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Peoria, IL 61601  
(232) 456-7890  
www.wealthmanagement.com

Dear [Insert Name],

My name is [Insert Advisor Name] and we have mutual clients by the name of [Insert Client Name(s)].

I am writing to introduce myself and [Insert Company Name]. We are a wealth management firm specializing in assisting high net worth individuals and businesses with their financial needs. This may include cost basis information for tax preparation purposes.

We also provide complimentary services for our CPA partners throughout the year, and especially during tax season. Examples of these services include historical pricing information, gain loss reports, estate settlement values and a review of retirement plans. Our services may be viewed as complimentary to the services you provide to your clients.

Occasionally, our client Please do not hesitate to contact us if you have any questions or need assistance.

We look forward to a lot of the [Insert Client Name(s)].

Very truly yours,

Adam  
Adam Sample  
Certified Financial Planner  
adam@wealthmanagement.com

Advisory Services offered through [Insert Firm Name]

To: Client's CPAs

Send

Subject: Assisting you during tax season

I know you're very busy, and I wanted to send a quick note to mention some services I can offer to help make this tax season go more smoothly.

I can offer you historical pricing information, gain loss reports, estate settlement values, and a review of retirement plans. I'm also helping our mutual clients gather their tax documents as well as adding a financial summary that may make it easier to review their case.

If there is anything I can do for you or any way to help our clients prepare, please don't hesitate to let me know. I'm only a phone call away and available whenever you need me.

I hope this tax season goes much better than last. And if there is anything I can do to help, please let me know.

Sincerely,

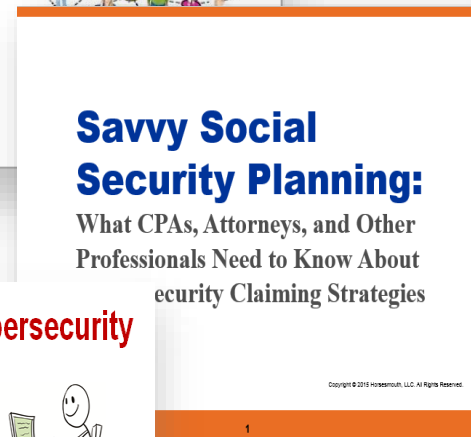
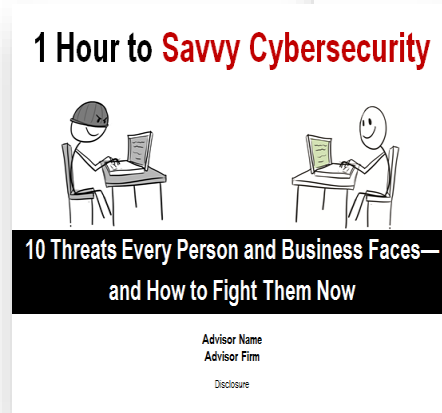
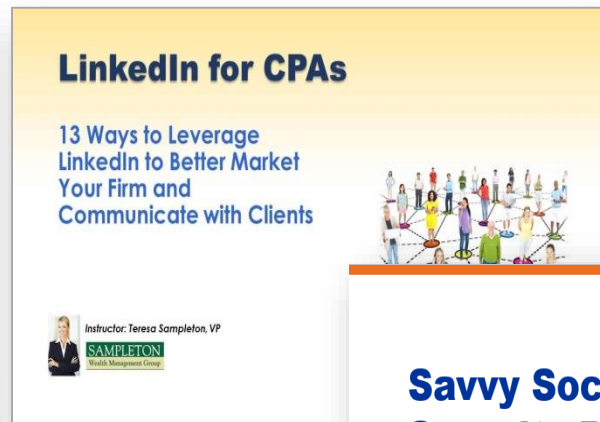
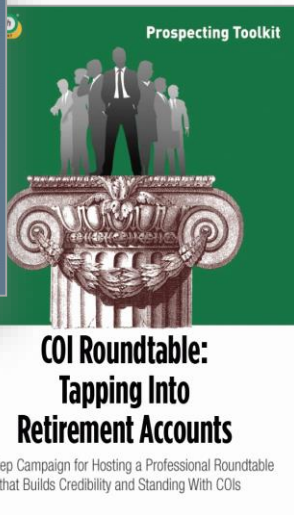
Adam  
Adam Samperton  
Wealth Management  
Contact Info

Branded reference materials

Templates for personalized  
communications

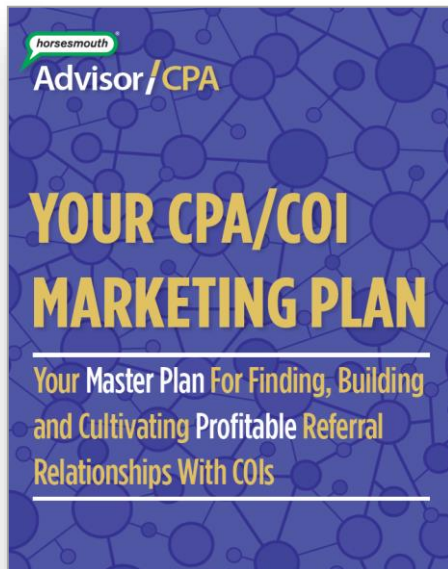


# CPA presentations

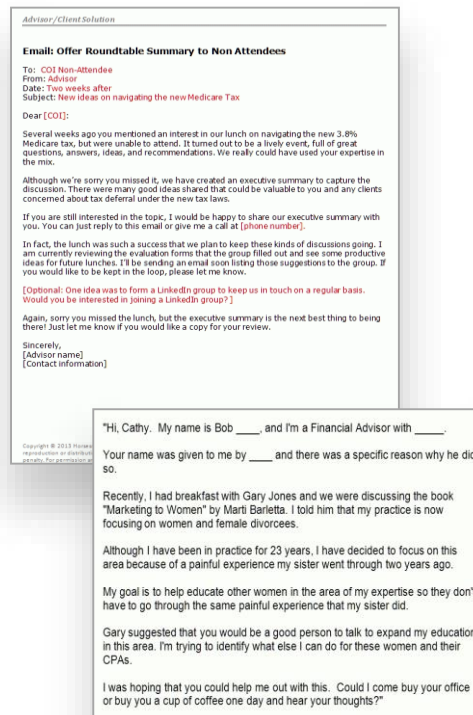


*Each workshop can be offered for 1 CPE hour.*

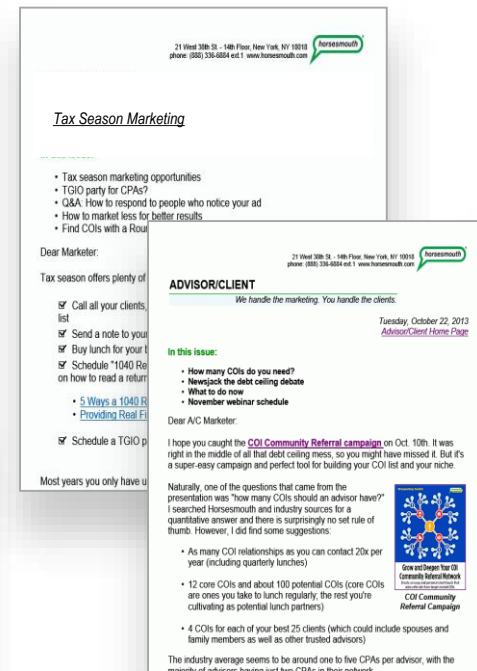
# CPA marketing techniques



**Step-by-step marketing guidance**



**CPA Forms, Templates & Worksheets**



**Bi-monthly CPA Newsletter**





# Advisor/CPA schedule

Date	Webinar	Description
Jan 8	Strategize Your 2019 COI Marketing Plan	Strategize 12 months of marketing activities to help you meet and cultivate your best centers-of-influence (COIs) -- especially CPAs.
Mar 28	How to Get in Front of CPAs This Summer	Form close strategic alliances with 10 CPAs this summer by following a specific system that demonstrates your expertise, builds trust, and drives referrals.
Jul 25	Fall Marketing With CPAs	Set up a series of client education workshops and high-level strategy meetings with your favorite COI(s).
Sep 24	Build a Productive COI Network That Turns Referral Stress Into Referral Success	Build a 'network of experts' whose sole purpose is to exchange referrals, expand your service mix, and promote your business.
Dec 19	2020 Killer Marketing Ideas and Trends	Marketing ideas, campaigns, and techniques to consider for the New Year.

# Join us!

**1-Year Membership: \$597**

**Introductory Discount: <\$100>**

**Your Price: \$497**



**Next Webinar: March 28**

Questions?