



From CPA to RIA

How to Launch an RIA as a CPA

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CPAs Are a Natural Fit for Financial Advisory Services

- Trust already exists
- Already have knowledge of financial situation
- Already have relevant training and experience
- Tax planning is the foundation of financial advice
- Growing demand for integrated tax and financial services
- Changing tax laws are creating additional planning opportunities

A large light green circle is positioned in the upper right. Below it, a light purple rectangle is partially visible. In the foreground, a large dark purple triangle points upwards, overlapping the rectangle and the text area.

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Why would a CPA want to start a Financial Advisory Firm?



More consistent
workflow throughout
year



Reduced stress of tax
season



Additional revenue
stream



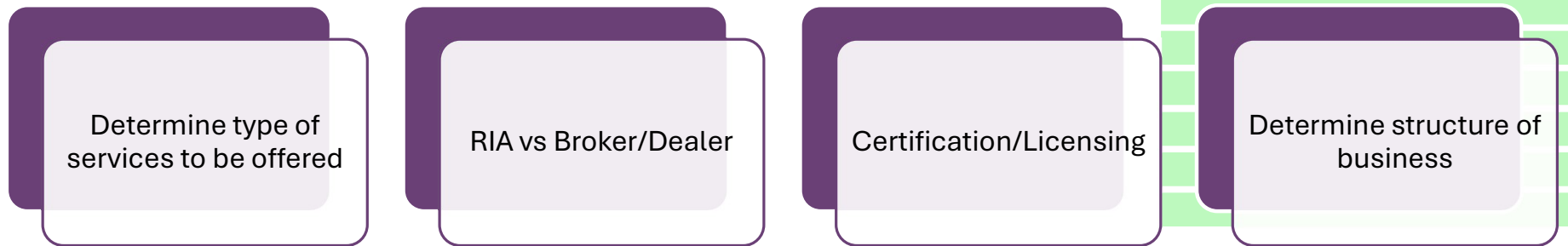
More fulfilling work

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Where do I Start?





Fee Structures – what do I charge?



**Hourly vs project-based vs
subscription**



**Setting fees that reflect value of
services provided**



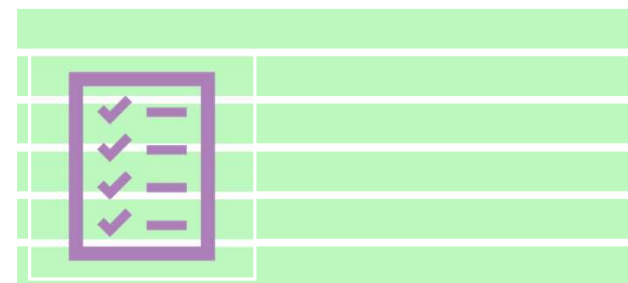
What are the Compliance Requirements?



Fiduciary duty and
conflict of interest



Reporting



Subject to Audits





Building a Niche

- Leveraging CPA credentials
- Existing Connections
- Focus on your ideal client
- Leverage Technology

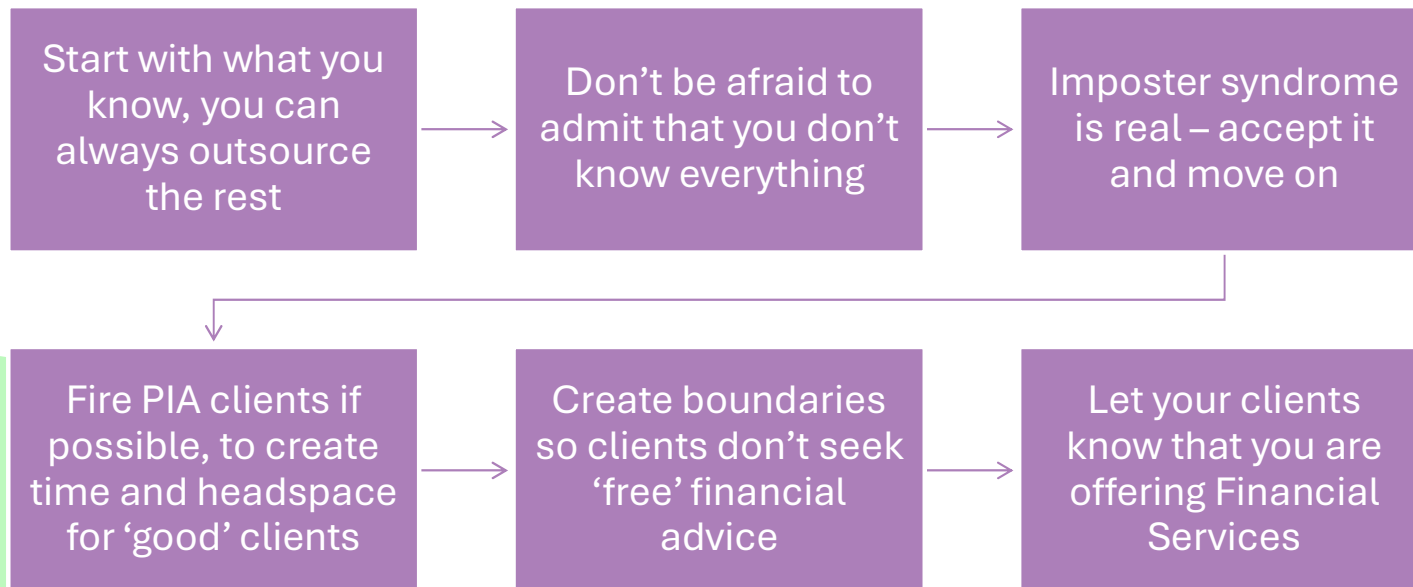


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Recommendations



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Recommendations Continued...



Outsource!



Network



Find/create a
Mastermind Group

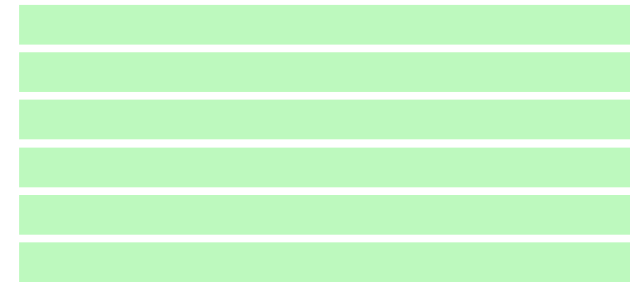
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Factors that made the biggest impact on my success

- I started trusting myself
- I stopped comparing myself to other RIAs
- I defined what success meant to me
- I realized that I was having a positive impact on my clients





Questions?

