



Client Accounting & Advisory Services

CAAS UPDATE | VOL. 2

presented by:

crrCPA

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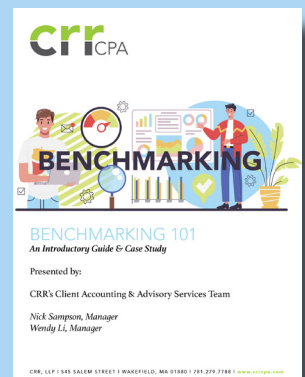
Welcome to the Winter 2022 edition of our **Client Accounting & Advisory Services (CAAS) Quarterly Update**. Here you'll find impactful news, insights and advice from our expert staff, and helpful recommendations as it relates to standardizing your accounting processes.

Now more than ever, successful companies are leveraging Client Accounting & Advisory Services (CAAS) to grow their business. In fact, in a recent bill.com survey, respondents said that outsourcing accounting tasks helps them make better business decisions and creates opportunities for increased ROI.

BENCHMARKING 101

Benchmarking can provide necessary insights to help you understand your company's position and performance within the industry and even across industries, helping you identify specific areas, systems, or processes in which your company can improve.

If you're new to benchmarking, check out our **Benchmarking Guide**, which defines benchmarking and details the process, illustrated through an example from the staffing industry. [Click here to download the guide.](#)



INSIGHTS FROM OUR EXPERTS

What Pricing Model Fits Your Business?

Determining prices for products and services is a very important decision for any business. Post pandemic, because of inflation, pricing a product or service appropriately has become even more critical. There are three major influences on pricing decisions: customers - due to their effect on demand; competitors - who influence pricing through their actions; and costs - which impact supply.

Companies should consider the nature of their products and services, their industry, business strategy, short-term goals, and long-term goals to determine the appropriate pricing models for their business. [Click here to learn about nine popular pricing models that may work for your business.](#)

A Second Look at Outsourced Accounting

During times of uncertainty, it's important to evaluate the effectiveness of internal operations like accounting and finance. If you are struggling in these areas, outsourcing your accounting functions can help. [Click here to learn about the pain points you should be on the lookout for, and the benefits outsourced accounting can provide.](#)



IN THE NEXT ISSUE:

Amidst the impacts of the COVID-19 pandemic, war in Ukraine, surging inflation, approaching recession, and other political and economical impacts, it can be difficult for businesses to accurately predict future revenues using traditional methods. Our Spring issue will discuss strategies to improve forecasting and budgeting during uncertain times.

LOOKING TO STREAMLINE YOUR ACCOUNTING?

We're ready to help you quickly and easily leverage our platform so you can stop struggling with your accounting processes and start enjoying positive results. With our CAAS team on board, you'll have more flexibility, control, insight, and peace of mind so you can take your business where you want it to go. Why waste time wrestling with your bill management? You've got better things to do.

REQUEST MORE INFORMATION

MEET THE EXPERTS

Our Client Accounting & Advisory Services team is lead by Nicholas Sampson and Wendy Li.

Nick is a Manager at CRR and has been practicing in public accounting since 2012. He manages the Client Accounting & Advisory Services division where he consults with businesses of varying sizes and complexities, helping them effectively optimize their financial goals. He provides outsourced full finance department functions from CFO to daily accounting functions in a multitude of financial areas. He also has extensive experience providing tax and consulting services to closely held businesses with a focus on state and local tax compliance issues. [Learn more about Nick.](#)

Wendy is a Manager at CRR and has been practicing public accounting since 1997, both in the US and in China. In addition to providing Client Accounting & Advisory Services, she has extensive experience in financial statement audits, in tax return preparation for individuals, businesses and nonprofits, and in payroll filing and SOX internal control testing. [Learn more about Wendy.](#)



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