

## Industry Insights – Professional Services

I think the biggest challenge that architects and engineers face right now in their industry is just uncertainty, right. What's going to happen with the tax rates? What's going on with the economy? We've got trade wars out there and then also, more within their business itself, is who's going to take over for me when I'm done with my career? That's a big one for a lot of people and you know, we can't answer all of those questions but what we can do is help them align themselves to be in the best position however things happen to play out.

What makes me passionate about working with architects and engineers is they are professional service companies and we are a professional service company, right. They understand the value that we bring and that allows us to really do what I love doing which is focusing on serving our clients' needs. And when we focus on that, then we let our clients decide how much we grow. So that's a wonderful scenario where we don't have to really worry about growing ourselves, we just have to worry about being great and doing what they need us to do.

You can look at your CPA relationship as you get a tax return, you get some financial statements. And that's all great, but what I think is really important and what you get with experience is, and I've actually got a quote I want to read, "People don't know what they want until you show it to them." And that's from Steve Jobs. What I mean by that is, you have to look passed the traditional services of what you think is a CPA and people get that when they start working with me, they see what it is. It's a different approach, it's a way of expanding the way you look at your business, the way you look at your financials, the way you look at solving problems that maybe you didn't even know they were problems. I bring that to my clients and that's what I bring to prospects when I have meetings with them as well.