

Many CPA firms have seen the profitability of traditional tax and accounting business increasingly affected by changes in today's marketplace. Some of these changes include the availability of inexpensive tax and accounting software for individuals and small businesses, a rapid advancement of Internet competition, and proposed federal income tax simplification. These forces continue to diminish the perceived value of the tax professional and create a subtle uncertainty regarding the future growth and profitability of the entire public accounting profession.

With these market forces in effect, the accounting profession is changing more rapidly than ever before. Accounting firms are looking to alternative services to create a market niche and remain competitive. This opportunity is financial services.

CPA firms can increase their revenue by adding financial services to their practice. With the high value placed on financial services income streams, a well-planned financial services division has the potential to add significantly to the value of these firms.

The tax and accounting professions are uniquely positioned to coordinate their clients' tax, estate, insurance and investment needs. Your clients come to you because they trust you to provide sound advice on their taxes. Your clients are also looking for a more comprehensive approach to their financial issues.

They're looking for a single, trusted advisor to coordinate their financial, insurance, and estate needs.

Your clients are turning to you for these new services.

CPAs are Expanding Their Practices



Some

Client satisfaction is your most prized possession. It is through client satisfaction that long-term relationships develop. To maintain that satisfaction, it may become imperative that you expand your services when it can further your clients' interests.

The accounting industry as a whole is expanding its services in many ways.

Options

The industry is now recognizing that involvement in financial services is a significant source of revenue. In fact, it's one of the fastest growing services being added by accounting firms in many states. The national accounting firms have created separate financial services entities to support the changing needs of their clients. But many other firms are looking for someone to help them through the complexities and risks of establishing their own financial services businesses.

Given the current regulatory climate, you face three primary options for your practice concerning financial services: You can continue to not offer financial services to your clients (forfeiting the potential revenue); you can refer your clients to outside investment managers or brokers (potentially losing control of the relationship); or, you can become associated with a securities broker dealer.

- **Decide not to provide financial services**
- **Continue to refer clients to outside investment managers and brokers**
- **Become associated with a securities broker dealer**

We feel that the third option holds the most promise for both you and your clients, and we want to become your partner in this process.

We call this a strategic alliance.

We Want to Help

The securities industry has been approaching the accounting industry in an effort to increase its own sales. Discount brokers are offering accountants custodial services, performance reporting and mutual funds. Independent securities firms are offering a do-it-yourself sales approach for insurance and mutual funds. And individual financial planners and brokers are sometimes splitting commissions in order to gain access to your clients. These approaches all fail to recognize the value of meeting your clients' needs rather than simply selling them a product.

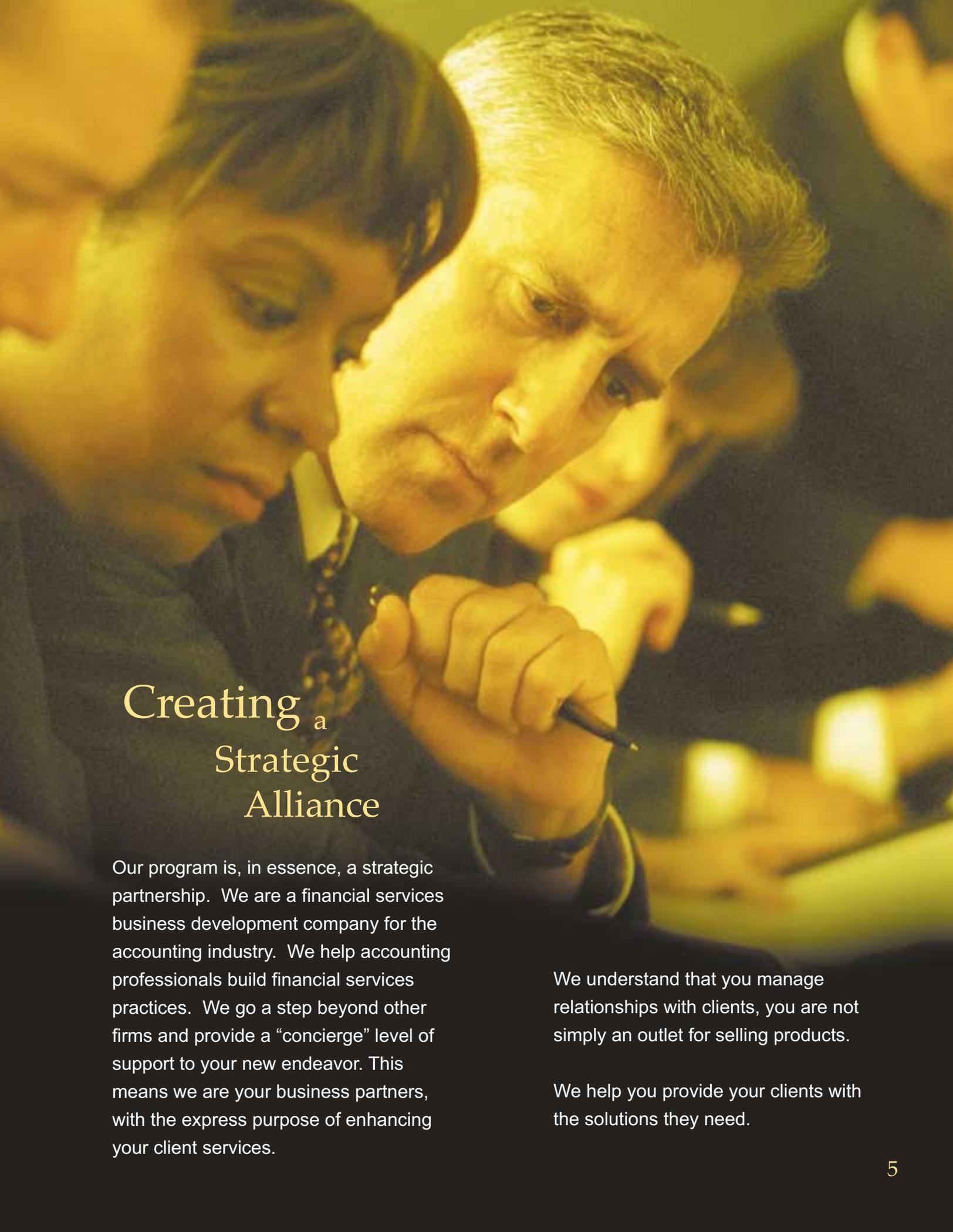
Our Professional Affiliation Program was designed specifically to help CPAs offer financial services to their clients in an ethical, sensitive, and effective manner. Our experience working with accounting professionals has allowed us to develop a comprehensive system that complements your traditional practice with these new financial services.

Because we have taken the time to understand your business, we can help you package these services in a way that is comfortable to both you and your clients. We recognize the importance of preserving quality and protecting your

professional integrity throughout the business-expansion process. We respect the loyal relationship between you and your clients and strive to maintain, even strengthen, your position as their trusted advisor.

Our Professional Affiliation Program puts you at the center of a team of financial professionals. You coordinate the relationship with your client, using the expertise of various Professional Affiliation Program team members throughout the process. Your clients benefit from having you, their trusted advisor coordinate the use of this financial expertise for them. Since no single individual is an expert in every facet of one's financial service needs, the team consulting approach combines the talents of team members who, collectively, do have expertise in most relevant areas.

Clients have several ways in which they can pay for services rendered: hourly, fixed fee, percent of assets or commissions. These alternatives give your clients flexibility, allowing them to determine and select the most cost-effective method of compensation for services. Your clients pay no additional money for having you involved in this process. When properly licensed, you share in the commission or fee that they would incur anywhere they chose to implement a solution.



Creating a Strategic Alliance

Our program is, in essence, a strategic partnership. We are a financial services business development company for the accounting industry. We help accounting professionals build financial services practices. We go a step beyond other firms and provide a “concierge” level of support to your new endeavor. This means we are your business partners, with the express purpose of enhancing your client services.

We understand that you manage relationships with clients, you are not simply an outlet for selling products.

We help you provide your clients with the solutions they need.

Who We Are...

The Professional Affiliation Program supports the accounting industry's desire to introduce financial services to their clients. We have developed our program to work within the ethical guidelines established by the AICPA, SEC and NASD.

CPAs and accountants typically do not have the time, expertise or experience necessary to develop a financial services business on their own. Our Professional Affiliation Program provides the structure and system that empowers you to create your own financial services business. This is a business with your name on it, a name that has value to your clients. And your clients will benefit from these new services, as well as your new ability to coordinate their complete tax, estate and investment needs.

The better you're able to meet your clients' needs, the more likely they are going to consolidate their assets with you. Our relationship with ING gives you that ability.

ING is one of the largest integrated financial services organizations in the world. Through its member companies, ING offers its clients a comprehensive array of financial products and services.

When your clients consolidate their assets with you (via a Prime Vest Brokerage Account), they can receive consolidated statements and year-end tax reports that are simple and easy to understand.

Through our relationship with ING, you can provide your clients with services that only the largest brokerage firms can offer. You have thousands of investment vehicles to choose from, as well as a full range of retirement plans for individuals and businesses.

...We Offer Support for CPAs

- Comprehensive, objective financial planning
- Fee-based or commission-based compensation (when properly licensed)
- Recommended business structure and office set-up
- Coordination of licensing and credentialing
- Assistance in developing and implementing the business plan
- Administrative and compliance support
- Performance reporting system for affiliated fee-based programs
- Back-office support, including execution, settlement and custodial services



Our Program

Our Professional Affiliation Program allows you to provide complete and essentially unbiased financial services to your clients. And it does so without expecting you to become an expert in all the facets of the financial services industry.

We provide financial services business development through an extensive training program that empowers you, while at the same time giving you the experienced support you need. Our process includes a proprietary business development method that enables you to control how you introduce services. This approach does not require you to become a sales person. Rather, you coordinate access to team expertise that supports you with analysis, presentation of the findings, avenues for possible implementation, and periodic review.

Our Professional Affiliation Program gives you the ability to grow and diversify your existing practice through development of a private-label financial services business. You can remain competitive and at the same time enhance your existing practice by offering new services similar to the national accounting firms.

We will help you develop a new financial service entity, consistent with the current ethical environment, and fulfilling the necessary legal requirements.

For More Information

We want to enable you to provide new value-added services to your clients. This can make you more valuable to your clients who are looking for more than simply a tax return.

Our program makes it possible for you to manage your client relationship; you can diversify your practice and grow your current revenue streams rather than referring this business elsewhere.

As a CPA, you are in the best position to understand your clients' tax situation and address their financial needs in an appropriate manner. Your clients can benefit from your insight, coupled with our knowledge of financial markets, to create a customized approach for fulfilling their individual investment objectives.

Please call to speak with us regarding our Professional Affiliation Program.



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Training Created By Financial ProfessionalsSM
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