



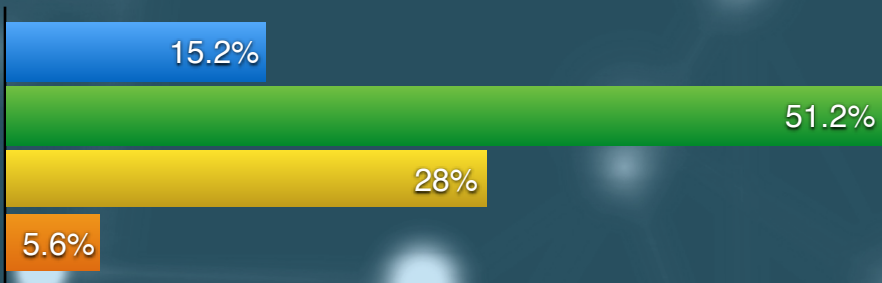
# ACCOUNTING FIRMS

## REFERRAL SOURCES THAT YIELD RESULTS

125 regional CPA firms were surveyed on the referrals they exchange with lawyers.

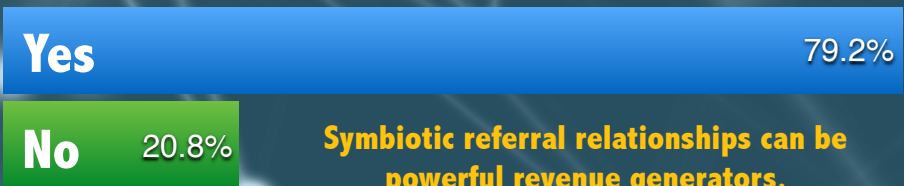
### How often do CPAs send referrals to lawyers?

- 0 referrals per month
- 1 referral per month
- 2-3 referrals per month
- 4+ referrals per month



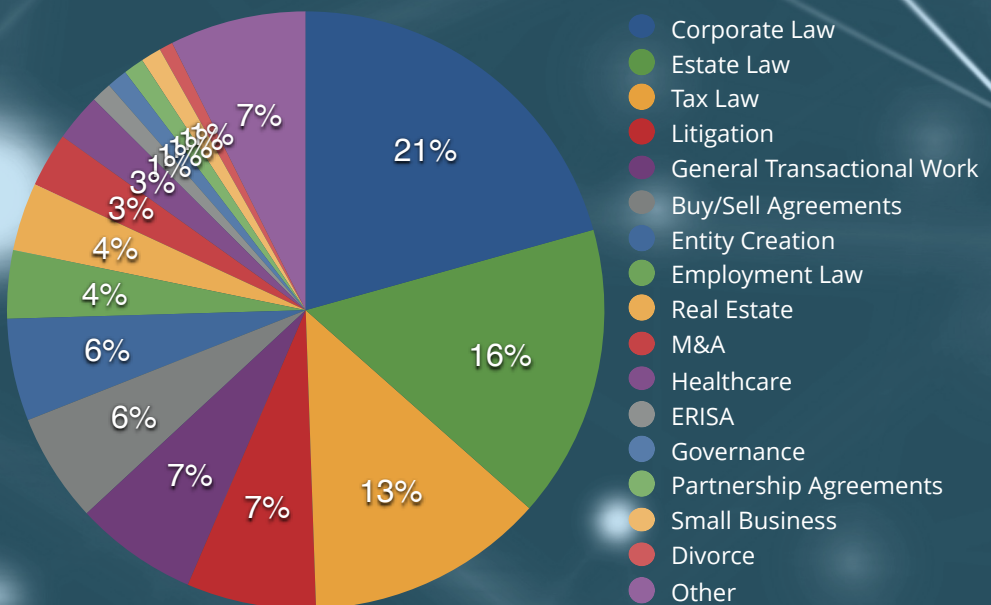
Averaging over 1.4 pieces of work sent to lawyers per month, CPAs are valuable referral sources to have relationships with.

### Do CPAs receive meaningful referrals from attorneys?



Symbiotic referral relationships can be powerful revenue generators.

### What type of work do CPAs refer to lawyers?



CPA referrals offer a wide range of opportunities for new business.