



OBERLANDER & CO
ACCOUNTING / CONSULTING / COMPLIANCE

Case Study

The Backstory

Jacob Oberlander established Oberlander & Co. seven years ago and currently has a staff of seven employees. An innovative thinker, he always felt that CPA firms could offer more than just the standard accounting services (e.g., tax preparation) usually sought after by potential clients. Not too long ago, he began searching for an education tool that could assist him in offering virtual CFO services more effectively while aiding in the growth of his business. He elected to take Summit CPA's digital course, *The Virtual CFO Playbook: How to Land \$60K/ year Clients and Provide a Killer Client Experience*, to do just that.

The Outcome

The Virtual CFO Playbook helped Jacob and his team establish a value-based pricing structure. They now feel comfortable charging what they're worth and successfully secure contracts at those rates. Oberlander & Co. currently follows subscription-based pricing, which allows their clients to pay week to week or month to month. By charging clients what his team is worth, Jacob realized he could offer more services and hire more people.

Summit CPA's Role



Jacob noted that he learned a few crucial lessons that have shaped his approach to offering advisory services to potential and current clients. These lessons include the following:

Host the right meetings at the right times. Jacob noted how developing a meeting cadence with his clients has helped him and his team in their advisory role. His team now hosts specific meetings based on the services they currently offer and adds meetings to the calendar based on the client's particular needs. For example, his team regularly hosts meetings with clients that focus on month-end close, forecasting, and the client's pipeline. However, they also regularly meet with one of their e-commerce clients to discuss the client's inventory as it's a significant expense and a financial benchmark for the company in question.

Offer an established suite of services to the appropriate clientele. The Oberlander & Co. team tried to offer the first client they took on every service under the sun. In doing so, they ultimately harmed their firm because as time went on and their portfolio grew, they didn't have the capacity to continue providing the client with these additional services. Also, the services they were offering would often lead to requests from the client that were out of scope. For example, one client asked them to help their business design their website. Offering the client specified services and not straying from the initial menu allowed the Oberlander team to work more effectively and efficiently to where they were able to take on more clients.

Implement a framework to introduce and enforce structure. Adding some structure to Oberlander & Co.'s existing operations has greatly benefitted the firm's team. In this instance, leadership gave everyone new titles that accurately described their position at the company and created an organizational chart. These actions have helped clients understand who will be assisting them, their roles, and the expectations for those roles.

Set boundaries with clients. It can be challenging to set boundaries with a client, especially as a firm interested in growing and placating their current customers to ensure client retention. However, Jacob and his team learned while taking our course that setting boundaries with a client is necessary if you're interested in growing your firm. Sharing what you will and will not do solidifies expectations and prevents them from requesting services that you don't offer or don't align with their needs.