January 11-13, 2023

Tax Advisory Services (TAS) BOOTCAMP

Workbook

Your workbook

Date: ______________________________

This workbook belongs to: ______________________________

Firm Name: ______________________________

If found, please email: ______________________________

Phone: ______________________________

Agenda

What to expect

Housekeeping

Welcome to the TAS Bootcamp!

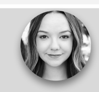
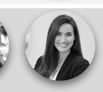
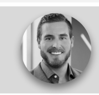
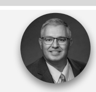
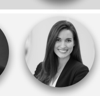
We are excited to host this event in person for the first time since 2019! Here are a few details to keep in mind to help you navigate this event.

Event location:	The Westin Fort Lauderdale, 400 Corporate Drive, Fort Lauderdale, FL 33334
Registration:	Registration opens to pick up your conference badge in the Florida Foyer at 9:00am ET Wednesday and will remain open 9am-5pm each day.
Event time:	We will be hosting the event between 10am-5pm Wednesday/Thursday and 10am-1pm on Friday.
Meals:	Wednesday & Thursday - Light breakfast and lunch will be provided as well as coffee and snacks throughout the day. Friday- A light breakfast will be provided as well as coffee and snacks.
Livestream:	We will be offering a livestream option for those members who are unable to make the in-person event. No recording of the event will be provided, so make plans accordingly.
COVID-19:	By attending this event in person, you are acknowledging that an inherent risk of exposure to COVID-19 exists in any public place where people are present. If you are feeling unwell or have been in close contact with someone who has tested positive for COVID-19, we ask that you please stay home and participate virtually.

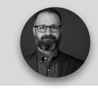
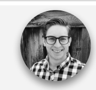
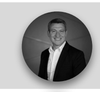
If you have any questions, please contact support@corvee.com. If you are attending in-person, please contact a Corvee team member (who will have a Corvee t-shirt and badge on) and they can help you.

Enjoy the January TAS Bootcamp!

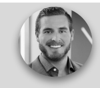
TAS Bootcamp Day 1 Agenda

Time	Topic	Presenter
9:00 am - 10:00 am	Registration	Hosted outside the ballroom
9:30 am - 10:00 am	Lite breakfast	Hosted outside the ballroom
10:00 am	Day 1 event begins	
10:00 am - 11:00 am	Welcome to the TAS bootcamp	Andrew Argue 
11:00 am - 12:00 pm	Building your niche strategy	Andrew Argue 
12:00 pm - 1:00 pm	TAS direct marketing	Olivia Rodi and Amanda Argue  
1:00 pm - 2:00 pm	Lunch	Hosted in the ballroom
2:00 pm - 3:00 pm	How to build and host a TAS sales deck	Kyle Deering 
3:00 pm - 5:00 pm	TAS business strategies deep dive	Tristen Erickson and Amanda Argue  
5:00 pm	Day 1 event ends	

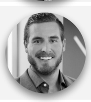
TAS Bootcamp Day 2 Agenda

Time	Topic	Presenter
9:30 am - 10:00 am	Lite breakfast	Hosted outside the ballroom
10:00 am	Day 1 event begins	
10:00 am - 11:30 am	TAS individual strategies deep dive	James Rainwater 
11:30 am - 1:00 pm	Building your TAS audit defense	Ben Golden 
1:00 pm - 2:00 pm	Lunch	
2:00 pm - 3:00 pm	TAS + CAS Pricing	Weston Deering 
3:00 pm - 4:00 pm	4 stages of firm growth - small firm	Erik Woodbury 
4:00 pm - 5:00 pm	TAS movement	Andrew Argue 
5:00 pm	Day 2 event ends	

TAS Bootcamp Day 3 Agenda

Time	Topic	Presenter
9:30 am - 10:00 am	Lite breakfast	Hosted outside the ballroom
10:00 am	Day 1 event begins	
10:00 am - 11:00 am	4 stages of growth - large firm	Peter Holtz and Kyle Deering  
11:00 am - 12:00 pm	Building a team to deliver TAS + CAS services	Julie Herres 
12:00 pm - 1:00 pm	Panel	All presenters
1:00 pm	Day 3 event ends	

Presenters

Presenter	Name	Expertise
	Andrew Argue	CEO and TAS Executive expert instructor at Corvee
	Amanda Argue	Chief of Staff and TAS Scale expert instructor at Corvee
	James Rainwater	Firm owner of Rainwater CPAs and TAS Scale expert instructor at Corvee
	Olivia Rodi	Growth and development program lead at Corvee
	Tristen Erickson	Firm owner of EthicsPro
	Kyle Deering	Senior Vice President of Revenue at Corvee
	Erik Woodbury	Firm owner of Woodbury Strategy
	Julie Herres	Firm owner of Green Oak Accounting and TAS Scale expert instructor at Corvee
	Peter Holtz	Firm owner of Peter Holtz CPA
	Weston Deering	Account manager and TAS scale expert instructor at Corvee
	Ben Golden	Firm owner of and TAS Scale expert instructor at Corvee

Welcome & Intro

Welcome to the TAS bootcamp

Firm planning

Revenue goal for 2023:

$ ______________________________

Checklist of TAS Sophistication

Checklist item	Check the box if "Yes"
Charging for quarterly Tax Advisory Services	☐
Offer planning to new clients	☐
Offer planning to existing clients	☐
Staff can deliver plans	☐
Running Facebook Ads for TAS	☐
Running Google Ads for TAS	☐
Sending Email Newsletters for TAS	☐
Have a TAS sales representative	☐
Average TAS annual recurring revenue of $20k+	☐
Over $1M of annual recurring revenue on TAS	☐
Successful onboarding process for TAS	☐

Biggest firm problems

Marketing	Check the box if "Yes"
Less than 10 appts per week	☐
Haven't launched FB ads	☐
Haven't launched Google ads	☐
No newsletter sent daily	☐
No existing client communications	☐

Client experience	Check the box if "Yes"
No designed onboarding process	☐
No process for implementation of tax strategies	☐
No quarterly meetings	☐
No deliverable for TAS	☐
Client works with firm owner only	☐

Sales	Check the box if "Yes"
Not using sales deck presentation	☐
No formal pricing policy	☐
Haven't hired a sales representative	☐
Staff and managers don't sell	☐
Average client paying less than 8k/year	☐

Firm operations & hiring	Check the box if "Yes"
No active job ads	☐
No practice management system	☐
No 1on1 with your team	☐
No mission, vision, values	☐
Insufficient strategic plan	☐

TAS math

____

Total Business returns
(including Schedule C, E, F)

×

$50,000 TAS + CAS	=	$ ____________
$30,000 TAS + CAS	=	$ ____________
$20,000 TAS	=	$ ____________
$8,000 TAS	=	$ ____________
Today	=	$ ____________

Sales consultations per week

Prospective clients: # ______________________________

Existing clients: # ______________________________

Session notes

Session takeaways

FOCUS	IDEAS	ACTIONS

Niche & Offer

Building your TAS niche and offer

The perfect intro

I help: ______________________________

(YOUR CLIENT)

____

(RESULT)

Top industries in your firm today

List out your industries below

1.
2.
3.
4.
5.

Market segmentation and niches

Segment (FTE, Revenue)	Niche	Niche with a niche
Large Business (100+)		
Medium Business (10-100)		
Small Business (1-10)		
Self Employed (0)		
Individuals		

Services you offer

Tax advisory services	Check the box if "Yes"
Tax planning	☐
Decide on tax positions	☐
Implementation of tax strategies	☐
Estimating taxes owed	☐
Making quarterly payments	☐
Filing annual tax returns	☐

Client accounting services	Check the box if "Yes"
Sub Account Management (AR, AP, Payroll)	☐
Monthly Accounting & Bookkeeping	☐
Controller Services (multi-entity, currency, etc.)	☐
Chief Financial Officer (forward looking)	☐

Strategies you offer

Individual	Federal Tax Strategies	Included in TAS	Charged extra	Referred to 3rd party
Retirement Planning	Traditional 401(k)	☐	☐	☐
	Solo 401(k)	☐	☐	☐
	Roth 401(k)	☐	☐	☐
	SIMPLE 401(k)	☐	☐	☐
	SIMPLE IRA	☐	☐	☐
	Self Directed Retirement Funds	☐	☐	☐
Compensation	Health Savings Account	☐	☐	☐
	Deferred Compensation Plan	☐	☐	☐
Charity	Donor-Advised Fund	☐	☐	☐
	Qualified Charitable Distribution	☐	☐	☐
	Private Foundation	☐	☐	☐
Education	Coverdell ESA	☐	☐	☐
Investable Gains	Qualified Opportunity Zone	☐	☐	☐
Other Investments	Oil & Gas	☐	☐	☐
Credits	Dependent Care Credit	☐	☐	☐
Credits	Child Tax Credit	☐	☐	☐
Advanced	Conservation Easements	☐	☐	☐
	Tax Loss Harvesting	☐	☐	☐
	Sale of Home Gain Exclusion	☐	☐	☐

Strategies you offer

Business	Federal Tax Strategies	Included in TAS	Charged extra	Referred to 3rd party
Entity Election	Partnership Entity Election	☐	☐	☐
	S Corporation Election	☐	☐	☐
	Schedule C Entity	☐	☐	☐
	C Corporation Election	☐	☐	☐
	Late S Election*	☐	☐	☐
Compensation	Compensation Optimization	☐	☐	☐
	Deferred Compensation Plan	☐	☐	☐
Deductions	Augusta Rule	☐	☐	☐
	Business Meals	☐	☐	☐
	Travel Expenses	☐	☐	☐
	Accountable Plan	☐	☐	☐
	Home Office Mileage	☐	☐	☐
Hire Family Members	Family Office Management Company	☐	☐	☐
	Hiring Children	☐	☐	☐
Retirement Planning	Traditional 401(k)	☐	☐	☐
	Solo 401(k)	☐	☐	☐
	SIMPLE 401(k)	☐	☐	☐
	SIMPLE IRA	☐	☐	☐
	Profit Sharing Plan	☐	☐	☐
	Section 412(e)(3) Plan	☐	☐	☐
	Cash Balance Plan	☐	☐	☐
	Defined Benefit Plan	☐	☐	☐

Strategies you offer

Business	Federal Tax Strategies	Included in TAS	Charged extra	Referred to 3rd party
Other Employee Benefits	Qualified Education Assistance Program	☐	☐	☐
	Employee Achievement Award	☐	☐	☐
	Fringe Benefits	☐	☐	☐
Medical	Medical Reimbursement Plan	☐	☐	☐
Disaster Relief	Disaster Relief Secion 139	☐	☐	☐
	Emergency Sick Leave Credit	☐	☐	☐
	Family and Medical Leave Credit	☐	☐	☐
	Employee Retention Credit 2021	☐	☐	☐
Insurance	Captive Insurance	☐	☐	☐
Investiable Gains	1031 Exchange	☐	☐	☐
	Installment Sale	☐	☐	☐
	Qualified Opportunity Zone	☐	☐	☐
Depreciation	Bonus Depreciation	☐	☐	☐
	Cost Segregation*	☐	☐	☐
	Section 179 Expensing	☐	☐	☐
Niche Specific	FICA Tip Credit	☐	☐	☐
	Research and Development Tax Credit*	☐	☐	☐
	Research and Development Tax Credit (states)	☐	☐	☐
Other Credits	Work Opportunity Credit	☐	☐	☐
International	IC-DISC	☐	☐	☐
Advanced	Conservation Easments	☐	☐	☐

Session notes

Session takeaways

FOCUS	IDEAS	ACTIONS

TAS Direct Marketing

Marketing TAS directly to qualified prospects

Firm marketing matrix

As of today, list out the current marketing strategies in place at your firm.

Marketing strategy	IMPACT *(low or high)*	EFFORT *(low or high)*

Firm marketing matrix

Place each marketing strategy on this firm marketing matrix.

Direct outreach

Step 1: Identify the target audience

Step 2: Researching potential customers

Step 3: Develop a list of potential customers

Step 4: Create a compelling message

Step 5: Reach out to targeted prospects

Step 6: Follow up

Step 7: Convert leads into appointments

Building your "F" format message

Hi name,

Introduce yourself: ....

....

Where/how we found them: ....

....

Why we felt compelled to reach out: ....

....

How we think we can help them:

- ....
  ....
- ....
  ....
- ....
  ....

The single call to action you want them to take: ....

....

Email objection handling

<table>
<tr><th>Prospect response</th><th>Your response</th></tr>
<tr><td rowspan="2">Thanks but I already have a CPA</td><td>Thanks for getting back to me. Just curious, has your accountant been in touch to review the recent tax law changes and how they will impact your situation?

If not, we should connect to see if you’re in danger of overpaying in 2023.</td></tr>
<tr><td>Glad to hear you’ve found someone you enjoy working with on the compliance side!

Wondering if they’ve been in touch to talk about all the recent tax law changes and how they might shake things up for you?

If not, might be time for a call to see what we can do to make sure you're not caught off guard by any tax surprises!</td></tr>
<tr><td rowspan="3">Thanks, but I’m not interested.</td><td>Thanks for getting back to me. Im curious if your accountant been in touch to review how much they saved you in 2022?

If not, It makes sense to jump on a call and see if you’re set to overpay on taxes in the upcoming year</td></tr>
<tr><td>Hey there! Just wondering if your accountant has been in touch to brag about all the money they saved you in 2022?

Or are you still in the dark about your tax situation?

Let's chat and see if we can't shed some light on things!</td></tr>
<tr><td>Glad to hear back! Just wondering if your accountant has been in touch to let you know how much they rocked it in the tax-saving department this year?

If not, we should set up a time to see if there are any more tax-saving opportunities we can capitalize on this year.</td></tr>
</table>

Referral marketing

Step 1: Developing a referral offer

Step 2: Promoting your referral program

Step 3: Convert leads into appointments

Step 4: Pitching of referral opportunity

Step 5: Tracking revenue & applying program incentives

Session notes

Session takeaways

FOCUS	IDEAS	ACTIONS

Hosting a TAS Sales Deck

How to build and host a successful TAS sales presentation

Sales deck process

Step 1
Diagnosis & Qualification

Step 2
Education of Tax Planning Process

Step 3
Firm & Owner Origin Story

Step 4
Client Case Studies

Step 5
Pricing & Handling Objections

Your origin story

What motivated you to become a tax or accounting professional? Was it a specific event or experience that sparked your interest in the field, or was it a more gradual process?

What challenges or obstacles did you face on your path to becoming a tax or accounting professional, and how did you overcome them? How did these experiences shape your motivation and determination to succeed in this profession?

Case study 1

For your first case study, we want to highlight how tax planning is great vehicle for building wealth without a client having to change any other behaviors.

Client name ______________________________

Total tax savings $ ______________________________

Was was the impact this client had on receiving those tax savings? How did they invest it in their future wealth (retirement, other financial strategies)?

Case study 2

For your second case study, we want to highlight how tax planning is valuable for all businesses, even those who think they are too small or just getting started.

Client name ______________________________

Total tax savings $______________________________

Was was the impact this client had on receiving those tax savings? How did you help this new business structure their business properly to pay the least amount of taxes & invest back into their business?

Case study 3

For your third case study, we want to highlight how most CPAs and tax preparers are not tax planning and allowing them to over pay.

Client name ______________________________

Total tax savings $______________________________

Was was the impact this client had on receiving those tax savings? How did you approach working with them knowing they were improperly structured or missed simple deductions?

Session notes

Session takeaways

FOCUS	IDEAS	ACTIONS

TAS Business Strategies Deep Dive

Deep dive into core tax planning strategies related to businesses

Strategy: Augusta rule

Key documents

- ❑ Written rental agreement
- ❑ Augusta compensation analysis
- ❑ Meeting minutes

Strategy: Hiring children

Key documents

- ❏ Job description
- ❏ Payroll run for child
- ❏ Bank account for earnings
- ❏ Timesheet/record of work performed

Strategy: Home office

Key documents

- ❑ Comp analysis for home office and entire home(square feet)
- ❑ Property tax and county record document
- ❑ Record of office specific purchases

Strategy: Accountable plan

Key documents

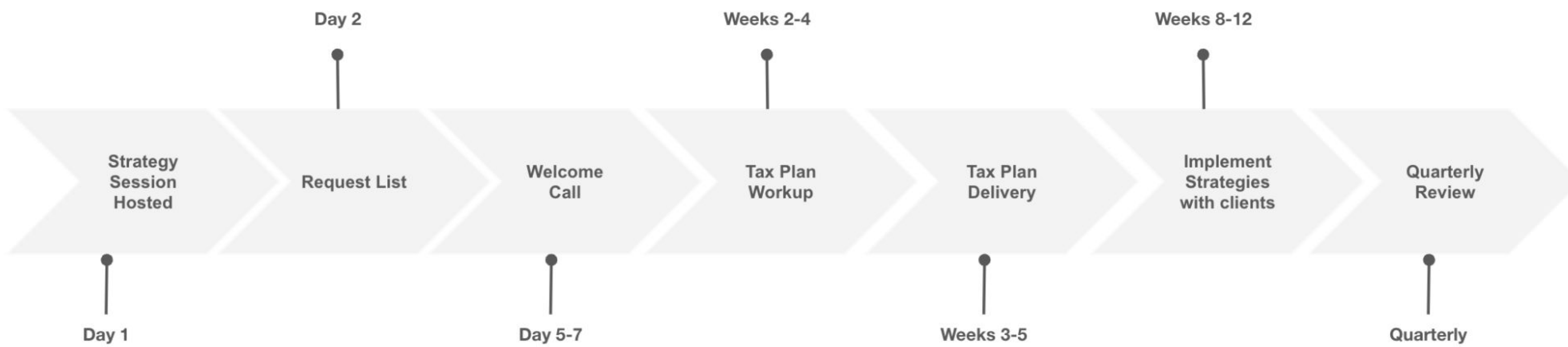
- ❏ Accountable plan policy document
- ❏ Record of reimbursement paid to employee
- ❏ Proof of expense documented

Strategy: Reasonable compensation

Key documents

- ❑ Reasonable compensation report (from a trusted provider)
- ❑ Set purpose of report
- ❑ Select “Cost Approach”
- ❑ Firm or client complete interview

Timeline of TAS quarterly services



Session notes

Session takeaways

FOCUS	IDEAS	ACTIONS

TAS Individual Strategies Deep Dive

Deep dive into core tax planning strategies related to individuals

Strategy: Retirement planning

Key documents

- ❑ Records of contributions
- ❑ Establishment of retirement plan
- ❑ Maintenance of retirement plan

Strategy: Opportunity zone funds

Key documents

- ❏ Proof investment meets requirements
- ❏ Evidence of investment with holding period requirements

Strategy: Charitable giving

Key documents

- ❑ Record of donation
- ❑ Qualified charity that meets IRS requirements
- ❑ Kept for 3 years

Strategy: Life Insurance

Key documents

- ❏ Proof of the life insurance policy
- ❏ Evidence of policyholder's premiums, policy loans, etc
- ❏ Documentation from advisor to support claim

Strategy: Oil & gas

Key documents

- ❑ Records of oil & gas investments
- ❑ Documentation of investment in oil and gas
- ❑ Copies of tax returns

Session notes

Session takeaways

FOCUS	IDEAS	ACTIONS

TAS Audit Defense

Building your audit defense strategy for TAS

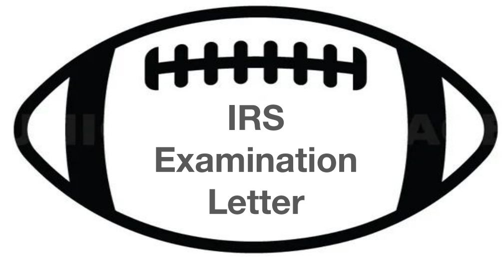
Key flags IRS agents look for

1.
2.
3.
4.
5.
6.

Adjusted Gross Income	Audit Rate
0	8.9%
$1- $25,000	0.7%
$25,000-$50,000	0.4%
$50,000-$75,000	0.4%
$75,000-$100,000	0.4%
$100,000-$200,000	0.4%
$200,000-$500,000	0.6%
$500,000-$1,000,000	1.1%
1,000,000-$5,000,000	2.5%
$5,000,000-$10,000,000	5.1%
over $10,000,000	8.6%

Audit football

1



2

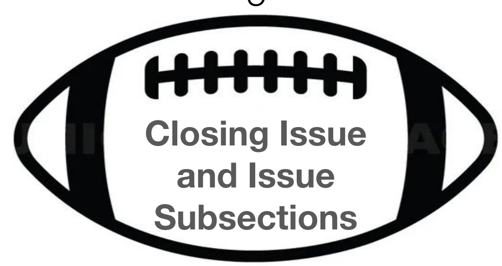
3

Audit football

4

5

6

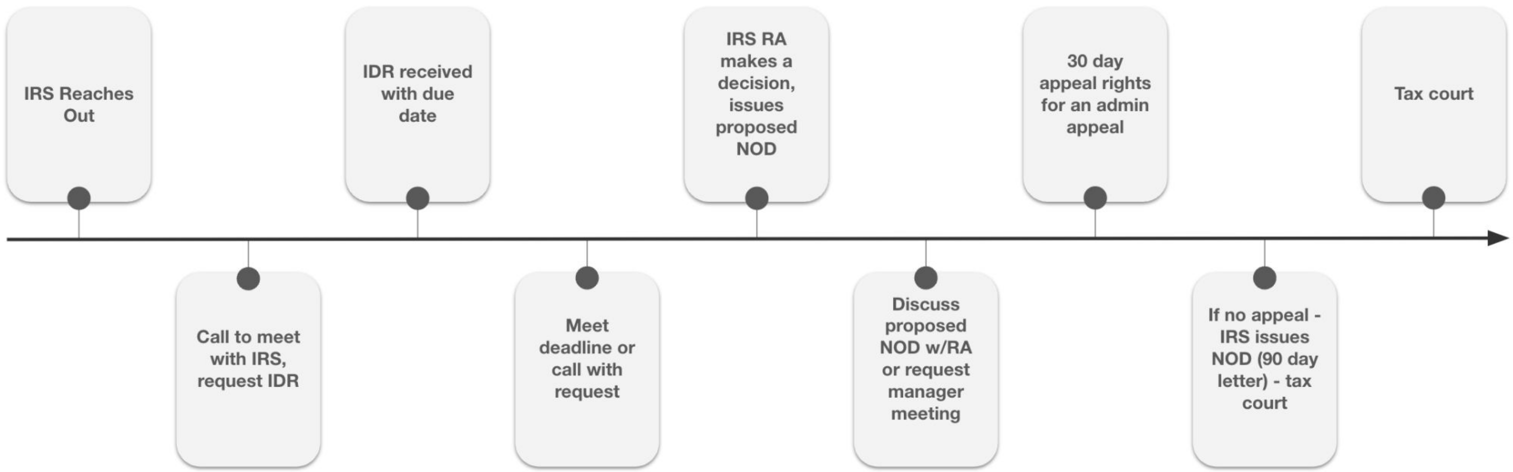


Audit football

7

8

IRS Timeline for Audits



Session takeaways

FOCUS	IDEAS	ACTIONS

TAS + CAS Pricing

How to price your advisory services

TAS Pricing

Step 1
Determine Tax Plan Price

Step 2
Determine Strategy Implementation Pricing

Step 3
Determine Tax Preparation Pricing

Step 4
Determine Quarterly Estimates Pricing

TAS Pricing Formulas

Tax Planning	=	Estimated savings of prospect	x	%__________
Core Implementation	=	# of core strategies	x	$__________
Advanced Implementation	=	# of advanced strategies	x	$__________
Implementation Formula	=	Core Implementation	+	Advanced Implementation
Business Tax Prep	=	Number of Business Entities	x	$__________
Individual Tax Prep	=	Number of Individual Entities	x	$__________
Quarterly Advisory	=	Number of Business Entities	x	$__________

CAS Pricing

Step 1
Determine Number of Service Tiers Needed

Step 2
Determine Revenue Of Customer & CAS Tier Pricing

Step 3
Determine Set Up Pricing (If Needed)

Step 4
Determine Clean Up Pricing (If Needed)

CAS Pricing Formulas

CAS tier monthly price	=	Annual revenue of entity	x	%__________
Number of tiers needed	=	Bookkeeping/AR/AP/controller/CFO tiers		
Total monthly recurring revenue	=	CAS Service Tier Monthly Price	x	Number of Tiers Needed
CAS one time setup	=	# of entities	x	$__________
CAS one time clean up	=	CAS tier monthly price x Number of months	x	50% discount for cleanup

Name that TAS + CAS price

Let's meet Bethany:

- Bethany is Married with 3 Children
- Owner of Frankel Marketing Agency
- Annual Revenue is $1,750,000
- Profit of $838,000
- Overpaying by $79,657

Total TAS + CAS:

TAS Annual	$
CAS Annual	$
Total Annual	**$**

TAS Pricing:

Planning	$
Implementation	$
Business Prep	$
Individual Prep	$
Quarterlies	$
Total TAS annual	**$**

CAS Pricing:

Service tiers	$
CAS tier price	$
MRR price	**$**
Setup price	$
Cleanup price	$
One-time fees	**$**
Total CAS annual	**$**

Your Firm's Pricing

Top 5 highest paying clients

- [ ] ______________________
- [ ] ______________________
- [ ] ______________________
- [ ] ______________________
- [ ] ______________________

Top 5 lowest paying clients

- [ ] ______________________
- [ ] ______________________
- [ ] ______________________
- [ ] ______________________
- [ ] ______________________

What's the difference between these clients? Why are they priced so different?

Session notes

Session notes

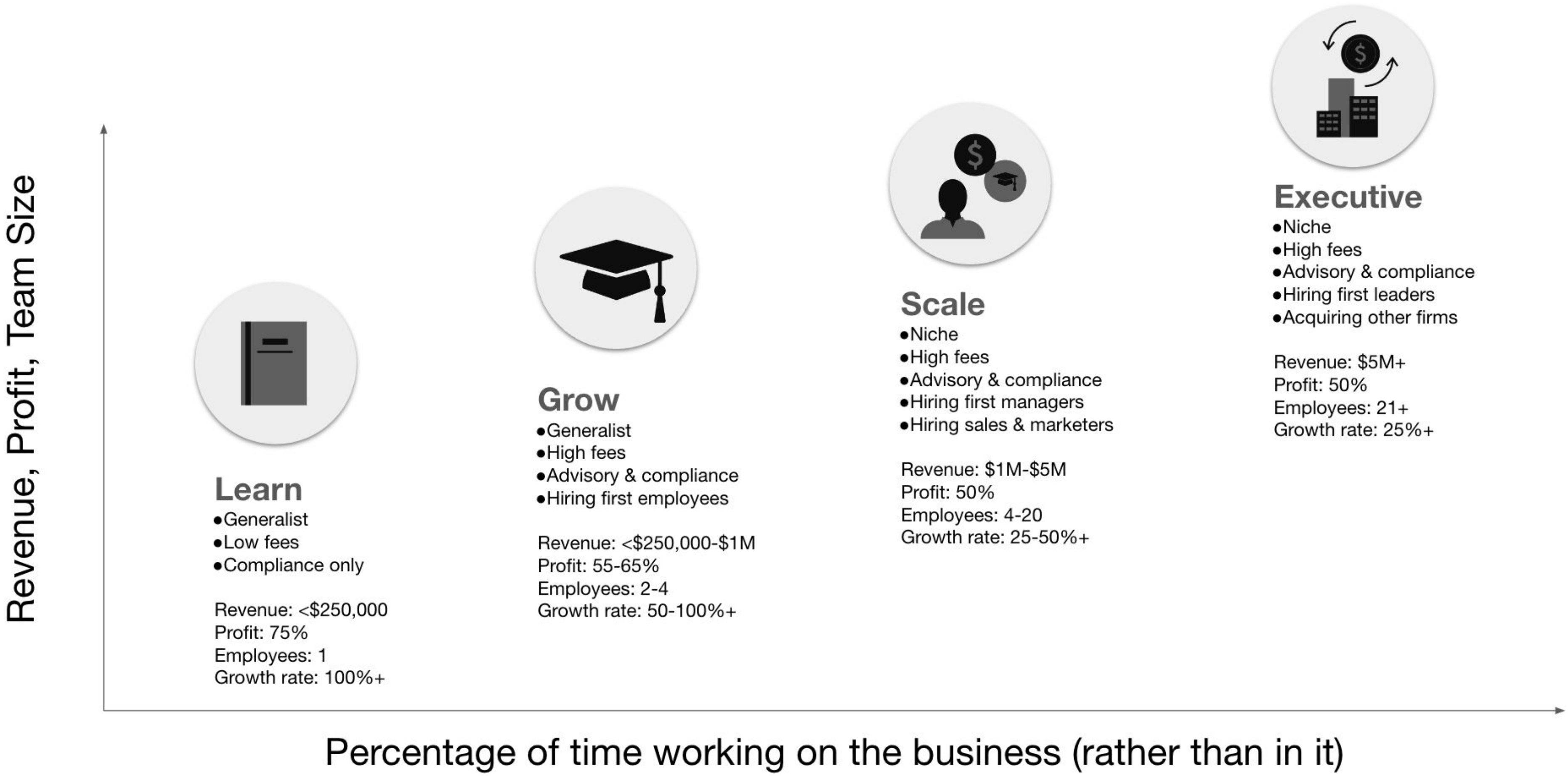
Session takeaways

FOCUS	IDEAS	ACTIONS

Four Stages of Firm Growth

Small firm

Stages of tax advisory services



Session notes

Session notes

Session notes

Session notes

Session takeaways

FOCUS	IDEAS	ACTIONS

TAS Movement

Tax advisory services

Biggest takeaways so far

List out the five biggest takeaways

1.
2.
3.
4.
5.

Firm planning

Revenue goal for 2023:

Beginning of this event: $ ______________________

Now: $ ______________________

Think bigger

TYPE	NOW	2x	5x	10x
Leads				
Clients (individuals)				
Clients (businesses)				
Team members				
Revenue				

Session notes

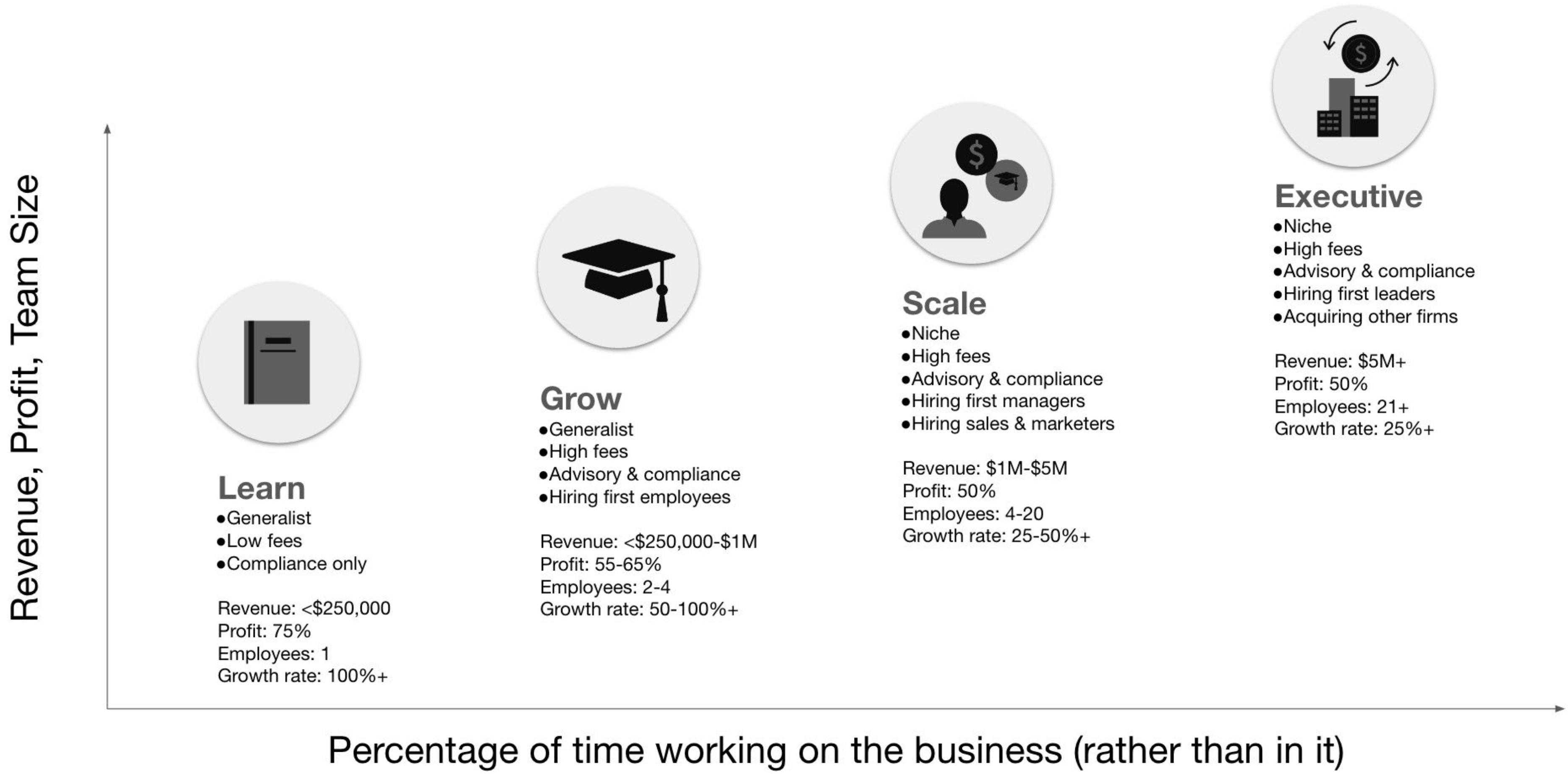
Session takeaways

FOCUS	IDEAS	ACTIONS

Four Stages of Firm Growth

Large firm

Stages of tax advisory services



Session notes

Session notes

Session notes

Session notes

Session takeaways

FOCUS	IDEAS	ACTIONS

Delivering TAS

Building a team to deliver TAS + CAS services

Solving your client's problems

Pain points of your niche

- [ ] ______________________________
- [ ] ______________________________
- [ ] ______________________________
- [ ] ______________________________
- [ ] ______________________________

List how your firm can help

- [ ] ______________________________
- [ ] ______________________________
- [ ] ______________________________
- [ ] ______________________________
- [ ] ______________________________

Building a TAS + CAS package

SERVICE	BASIC	MID-TIER	CFO
Monthly accounting & bookkeeping	●	●	●
Monthly financial reports	●	●	●
Dedicated accounting specialist	●	●	●
Phone & email support	●	●	●
Financial Review & Strategy meeting	Quarterly	Quarterly	Monthly
Practice Performance Tracker		●	●
Payroll & Compensation Support		●	●
Dedicated Senior Accountant		●	●
18-month Forecast (updated quarterly)			●
Financial Dashboard & KPI Tracking			●
Annual Tax Planning Review			●
Annual Tax Planning Meeting			●
1099 preparation			●

Optional add-ons

- QBO Setup
- Tax prep
- Valuation
- Profit first
- Payroll setup

Upselling sounds like…

Team member response

“We can definitely help you with Forecasting.

That’s included with our CFO package, and currently you’re signed up for our Mid-Tier package.

I’ll have [owner/sales] reach out to you with pricing.”

“You’ve heard an S Corp election is a good idea?

Well we would want to do our due diligence and make sure that it truly is the best thing for your specific situation.

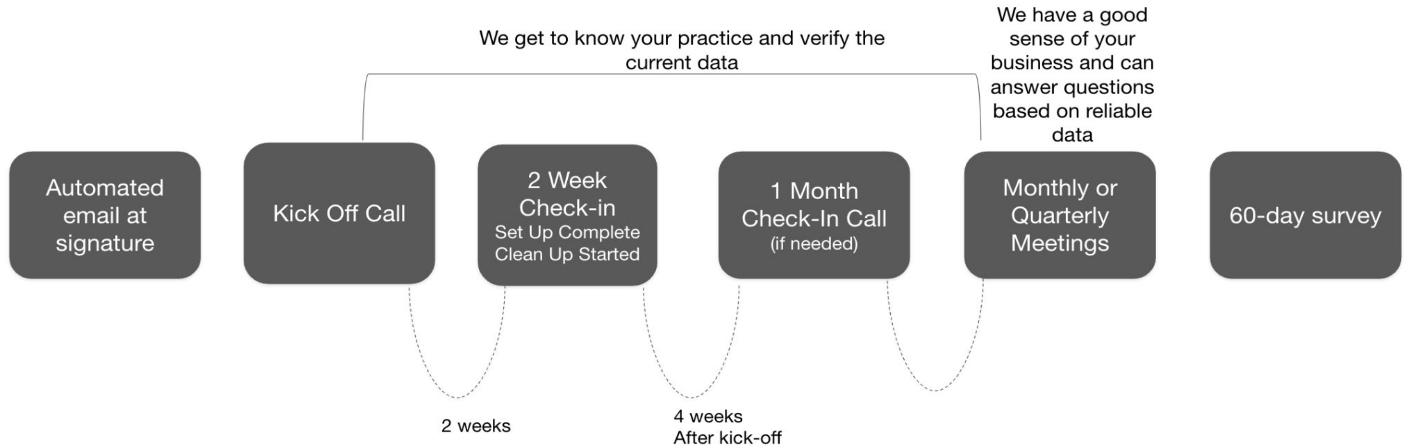
Let me check with [owner/sales] on pricing and get back to you.”

“You’d like help with how to structure compensation for your team?

No problem!

You are signed up for our Basic Tier which doesn’t include payroll & compensation support, but let me have [owner/sales] send you pricing for our Mid Tier package which includes that service.”

Mapping the client journey



Tracking team performance

Leading indicators

- ❑ Asana is out of control
- ❑ Inbox out of control
- ❑ Reports are late
- ❑ Buddy has to jump in to make deadline/get them meeting-ready
- ❑ Not tracking time regularly
- ❑ Missing team meetings

Session notes

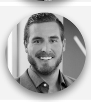
Session takeaways

FOCUS	IDEAS	ACTIONS

Q&A Panel

Capture your questions & ask

Questions for the panel session

Presenter	Name	Question to ask
	Andrew Argue	
	Amanda Argue	
	James Rainwater	
	Olivia Rodi	
	Tristen Erickson	
	Kyle Deering	
	Erik Woodbury	
	Julie Herres	
	Peter Holtz	
	Weston Deering	
	Ben Golden	

Session notes

Session notes

Session takeaways

FOCUS	IDEAS	ACTIONS

Thanks

Tax Advisory Services (TAS) Bootcamp