The Power of Collaboration

CPA ALLIANCE

Exploring the Benefits of the CPA-Advisor Alliance

STRATEGICFINANCIALSERVICES

Strategic Financial Services is an affiliate of Trek Financial, LLC., an SEC Registered Investment Adviser.

Clients today are more informed, connected, and proactive in shaping their financial future. They're not just looking for tax compliance, but seeking clarity, confidence, and a team that can guide them through complex decisions with strategy and foresight for a 360˚ holistic experience.

Understanding Client's Needs

Client expectations are evolving. According to the 2024 State of Tax Professionals Report, more than 40% of tax professionals identify a need to expand services beyond tax compliance to include business advisory services. This shift reflects a growing demand for financial guidance and support that help clients navigate broader business and personal financial challenges. At the same time clients increasingly expect their CPA to help them identify opportunities and deliver proactive insights that extend beyond transactional work.

This expectation presents both a challenge and an opportunity. CPAs remain the most trusted financial professionals in a client's life, often serving as the first point of contact for questions about tax solutions and financial decisions. However, few practices are positioned to deliver comprehensive financial planning or wealth management services on their own. This gap is not a reflection of the CPAs capability, but rather a structural limitation in how many practices are built.

Strategic collaboration with a financial advisor can help bridge this gap. The role of a fiduciary advisor complements the core expertise of the CPA by addressing areas such as long-term planning, investment strategy, personal cash flow analysis, and family wealth planning. When guided by a trusted fiduciary advisor in collaboration with the client's CPA, these conversations help build a more complete and coordinated financial picture, creating a service experience that is both suitable and meaningful for the client.

"CLIENT ADVISORY SERVICES ARE FUELED BY CLIENT DEMAND FOR DEEPER INSIGHTS AND RELIES UPON A COMBINATION OF FINANCIAL AND NON-FINANCIAL INSIGHTS TO PROVIDE STRATEGIC SUPPORT FOR CLIENTS."

2024 CPA..com & AICPA PCPS client advisory services (CAS) benchmark survey

Elevating Client Services Through a CPA Alliance

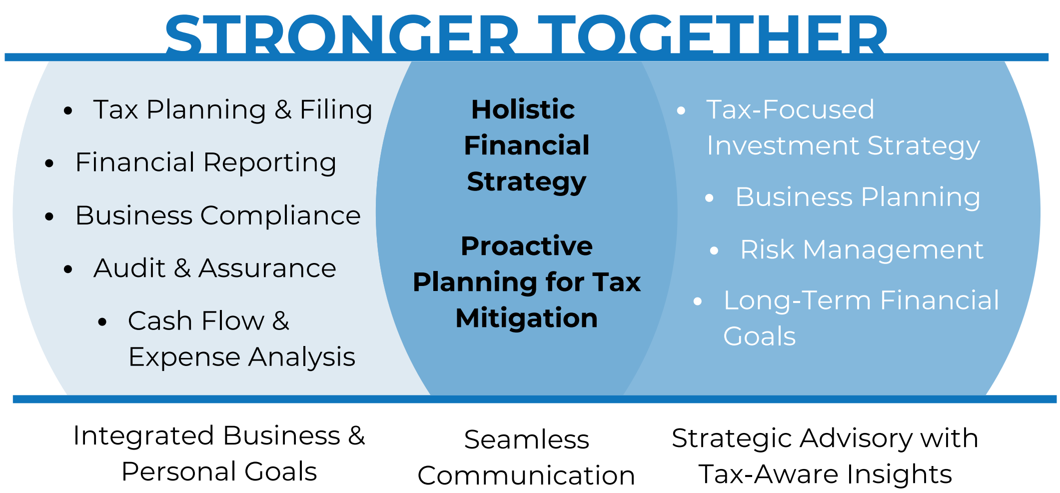
Partnerships between CPAs and advisors are especially valuable for high-net-worth families managing wealth or a multigenerational legacy, and for business owners navigating complex ownership structures, succession considerations, or liquidity events. In both cases, financial decisions often involve interconnected elements—including tax, investment, estate, and risk planning—that benefit from coordinated, multidisciplinary input.

STRONGER TOGETHER

The CPA Alliance is not about transferring control or ownership of the client relationship. It is about enhancing the overall value delivered to clients while preserving the trust and depth of relationship you have built over time. By partnering with Strategic Financial Services, you can confidently introduce additional planning expertise that elevate your client offering without having to invest in a new business line internally.

Our model supports both firms. You remain central to your client's financial team. We bring specialized planning and knowledge that enhances the client conversation. Together, we provide a collaborative, transparent, and highly strategic experience that aligns with the direction the industry is already heading.

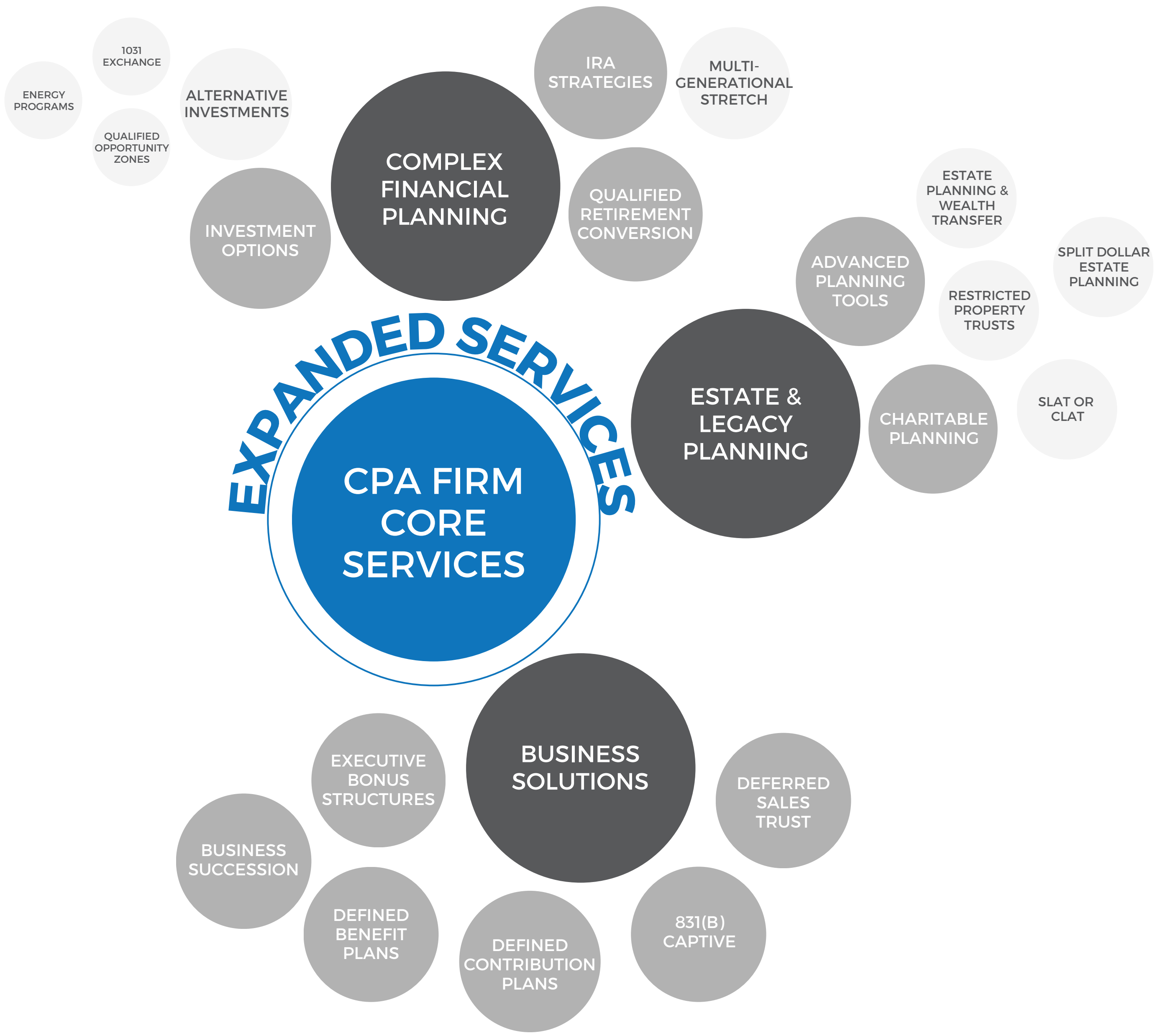
- ✓ We are solution-based, product agnostic team with access to an expansive network of knowledgeable financial professionals, research partners, and other subject matter experts.
- ✓ Our team provides comprehensive back-end support for everything from Fact Finding, and Case Prep, to Implementation and Recap on Client Impact.
- ✓ You will find consistent communication with the SFS team, receiving updates on significant client financial adjustments or changes to accounts.
- ✓ Our team provides comprehensive tax-prep support including tax letters and reports with review of potential tax implications as a result from client's financial plan/portfolio adjustments.
- ✓ Like you, our focus is always to do what is best for the client. This is why we aim to work collaboratively to discover solutions that are built specifically for each client.



Expanding Opportunity

Expanded services means opening new opportunities and stands as a testament to your commitment to providing your clients with holistic, comprehensive, and forward-looking financial solutions. Through our CPA Alliance, we can expand your service offering, and enhance your client experience.

Teaming up with Strategic Financial Services enables you to expand your service offering with distinct tax-focused planning tools that can differentiate you from the rest. Leveraging our independence, we can design solutions tailored to individual client needs, integrating strategies from our vast solution set to address both current and forthcoming challenges.



One of my biggest take-a-ways working with a Financial Advisor is the solutions they bring to the table with my tax clients. I know the tax law and can apply that to a client's situation but what is so refreshing about working with a Financial Advisor is the solutions they bring to the table.

I go back 7 years to a client that was going to pay tax on a $675,000 capital gain on the sale of water rights. He had 5 days left to identify a replacement property but knew he couldn't find a suitable piece of property. He had given up on the idea of a 1031 and was ready to pay the taxes on the gain. I had been introduced to a DST investment just a week before and I called the Financial Advisor to discuss. Next day I drove to the client and explained the DST and he was elated!

Every year he reminds me how happy he was to find out about the DST! Financial Advisors bring solutions to the table!

Mark Whittaker, CPA, CPFA, PFS

INTEGRATING OUR CPA ALLIANCE INTO YOUR PRACTICE

Building the alliance is easy and our team is here to support the alliance every step of the way!

1 DISCOVERY
Evaluate current services and identify areas where integrating SFS can provide the most value.

2 PREP
We will equip you team with necessary knowledge to seamlessly incorporate SFS into your workflow.

3 IMPLEMENT
Collaborate closely with our team to ensure a smooth transition as we work together foster the client experience.

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