Contact:
Richard Koreto
888-658-5840
rkoreto@cegworldwide.com

Study Finds CPAs Offering Broader Menu of Financial Services

Latest research uncovers striking increase in adoption of charitable, education, retirement, succession and asset protection planning.

SAN MARTIN, CA—April 9, 2010—CEG Worldwide, the leading coaching, consulting and research firm for elite financial advisors, has announced research indicating that CPAs have significantly expanded their menu of wealth-oriented services, particularly for affluent clients.

The latest CEG Worldwide study of 205 CPA firms nationwide shows that while firms continue to provide core financial services such as investment, tax, financial and estate planning, there has been an explosion in other types of planning services, in many cases catering to the affluent. As shown in the table below, services that just five years ago only a few firms offered are now available from a large majority of firms.

Fastest-Growing Financial Services Offered by CPAs: 2004-2009
Ranked by percentage gain

Service	Offered in 2009	Offered in 2004	% Change
Retirement Distribution Planning	99.5%	6.3%	+93.2%
Life Insurance Planning	93.2%	2.0%	+91.2%
Education Planning	94.1%	15.0%	+79.1%
Asset Protection Planning	79.0%	1.3%	+77.7%
Life Planning	74.1%	4.6%	+69.5%
Charitable Planning	86.8%	19.8%	+67.0%
Business Succession Planning	80.0%	18.8%	+61.2%

N = 205 CPA firms (2009) and 394 CPA firms (2004). Source: CEG Worldwide.

“In terms of planning services, the change is nothing short of dramatic,” says John J. Bowen Jr., founder and CEO of CEG Worldwide and a co-author of the new study. “By expanding their capacity to offer a robust menu of planning services—many of them designed for the affluent—firms are more assured of keeping and satisfying their most important clients and of greatly increasing their likelihood of gaining referral business.”

About CEG Worldwide, LLC

CEG Worldwide is passionate about coaching financial advisors and institutions to build a Simple and Elegant Wealth Management BusinessSM. Using state-of-the-art research methodologies and analysis combined with proven strategies and tactics for building highly successful advisory practices, CEG Worldwide provides uniquely powerful insight into what allows elite financial advisors to thrive.

CEG Worldwide delivers fully scalable financial advisor training programs at many of the world’s largest financial institutions. The firm’s proprietary institutional strength intelligence is based upon empirical studies of more than 10,000 advisors and 14,000 high-net-worth individuals. By combining research expertise with pragmatic and proven business experience, CEG Worldwide helps institutions achieve measurable gains in productivity, retention and assets under management and provides advisors with proven business-building strategies and tactics.