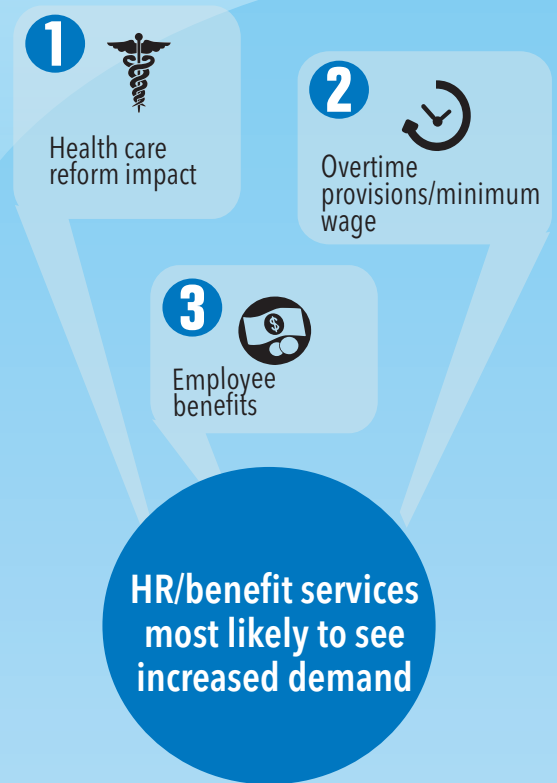
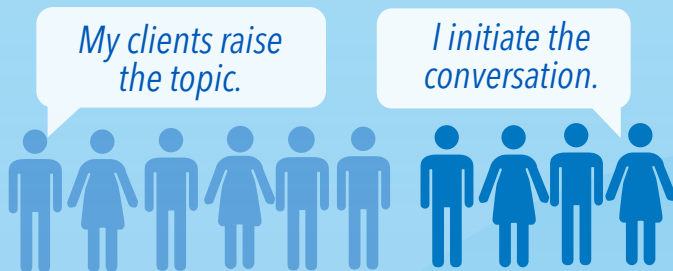


# Partner Program

## A NEW AVENUE to expand your advisory role.

With increased regulatory complexity, businesses are looking more than ever to their accountant for help in managing and maximizing their biggest asset – their people. Now, CPAs have an opportunity to expand their services and add value to client relationships through partnerships with human capital management (HCM) experts.

In a recent survey, most accounting firms said they are waiting for clients to initiate discussions on specific services, leaving many firms unaware of the potential value-add of proactively recommending HCM solutions.



### Leading benefits for firms that offer HR services



Increases billable hours/revenue



Expands their business advisory services beyond tax season



Provides their clients with turnkey HR services

Based on the 2016 SourceMedia Research survey of 379 CPAs and public accountants with small business clients with fewer than 50 employees.

To learn more on how your firm can seize this new opportunity, visit [CPA.com/PaychexHCM](http://CPA.com/PaychexHCM), and download our white paper.