

Audit Protection Service in The Modern Firm[®]



Offering audit protection service: Why it's important in a modern firm

Nothing strikes fear in the heart of a taxpayer more than a notice from the IRS. Even the simplest notification tends to send an individual or business owner into a stress spiral.

Because this is such a common pain point for clients, it can represent an opportunity for you to proactively offer clients a new service—one that not only offers immense value, but also further strengthens the client-accountant relationship.

Today's clients look to their trusted advisor for so much more than tax and accounting deliverables. They require value-added services and support that ultimately make their lives easier and provide peace of mind. Audit protection is one of those services.

This eBook is designed to provide you with insight on the value of offering audit protection to your clients, as well as tips on how to get started.

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Audit protection: What your clients get

No client wants to face an IRS audit alone. And audit protection from their trusted advisor means they won't have to.

Audit protection is an "insurance policy" of sorts. For a fixed monthly fee, the client retains your firm to act as their representative. Clients simply hand notices over to you, and you take it from there so they can breathe easy.

With this service, you'll be able to offer your clients:

IRS representation

Be the expert on your client's team. For the current tax return, serve as the client's representative at both the state and federal levels up to the appeal or litigation process. You handle all communications and paperwork, which takes the stress off the client.

Notice and letter resolution

Handle the array of IRS notices or letters your clients receive. From the most common CP2000 (Notice of Proposed Adjustment) to Letter 525 (Examination Report), develop and submit responses compliant with the given notice or letter in a timely manner.

Beyond the basics of the service itself, you'll also provide your clients with one of the most important benefits of all: the reassurance that comes from knowing they don't have to deal with the IRS alone.



We've had 300 percent growth in the area of audit assurance since launching two years ago. We have so much interest, I just hope we can handle all the new business. And that's a good problem to have!

Tony Stroud, CPA

President, Stroud & Company CPAs

Added value for clients

Audit protection service provides many benefits to your clients—from reducing the stress associated with IRS notices to freeing them to focus on growing their business. Handling communications with the IRS on behalf of your clients means that they have a dedicated partner in their corner.

Clients will find immense value in having a dedicated partner who has their back in the event of an IRS audit and can provide them with important benefits, like:

■ Time savings

Even with the most common notices, it can take hours to collect the needed paperwork, write responses and keep up with the back and forth of communicating with the IRS.

Some issues can take weeks or even months to resolve. What client has time for that? Free your clients to focus on their life or business by taking this complex task off of their plate.

■ Cost savings

When you think about the potential hours needed to resolve an IRS issue—time better spent generating revenue and growing business—it can really add up for a client. Once they realize this, your clients likely won't hesitate to pay a fixed monthly fee.

■ Peace of mind

Receiving a notice from the IRS often comes with heightened stress levels. Knowing they have an expert advocate in their corner to help resolve any issues will bring your clients peace of mind and relieve them of unnecessary anticipation and anxiety.



Whether it's our front desk admin or a client relations specialist, every team member is educated on explaining the service and its value. No one has to be a car salesman because the benefits of the service are very clear.

Tony Stroud, CPA

President, Stroud & Company CPAs



Final words...

For the majority of taxpayers, the process of dealing with the IRS only gets more complicated—and intimidating—with every tax law and regulation change. Now that you know the basics of audit protection, and what it can do for you and your clients, take some time to think about whether this type of service would benefit your clients and your firm.

There's nothing more reassuring to a client than knowing that someone they trust is there to help, whenever they need them. Audit protection can be yet one more high-value advisory service that sets you apart from other firms...and keeps you in the forefront of your clients' minds when someone asks them who provides the best client experience.

Want to learn more about providing audit protection service?

At Rootworks, our team is committed to helping our members build services that add value for your clients—and add value to your firm. We're continually developing tools and resources to support our members in achieving this important goal.

If you want to learn more, please contact sales at membership@rootworks.com

