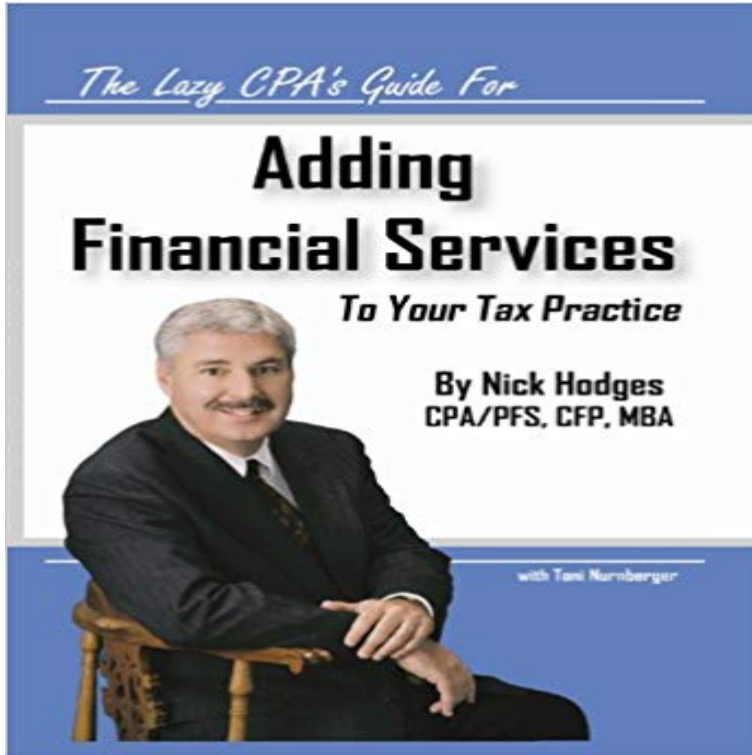


The Lazy CPAs Guide for Adding Financial Services to Your Tax Practice



Tired of sitting by and watching his tax clients receive inadequate financial planning services from others, Nick Hodges spearheaded his firm's launching of financial services in 1996. Tireless in his pursuit to find the best services for his clients, Nick systematically researched and perfected the best methods to add financial services to the tax practice. In the midst of its implementation, his wife faced a major health crisis that required his full involvement. A dedicated family man and committed professional, Nick was unwilling to let the process languish while he attended to his family's immediate needs. Faced with significant time-constraints, he was forced to establish efficient methods that maintained his bottom-line principles. The Lazy CPA perspective was inadvertently birthed during this time of need. After successfully weathering the family crisis and managing the professional load, Nick realized that he had created a new approach that had eliminated the non-essential activities, maximized client service and generated additional revenue streams - all with a minimum investment of his personal time and energy. This new Lazy CPA approach helped Nick substantially increase the profitability of his firm while still adhering to his foundation of always working in the best interests of his clients. The result has been happier clients, more family time and greater professional achievements. His systematic approach has helped hundreds of tax professionals nationwide.

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