**Business Advisory Services – Where Do You Start?**

The CommBank Accounting Market Pulse report released last week highlights that the demand for a broader range of commercial services from SMEs is growing significantly, as CommBank has identified a high proportion of accounting firms are planning to enter, or significantly grow, their involvement in the supply of “Business Advisory Services”.

“The accounting industry is set for a shakeup”.

The report identifies that *“when comparing themselves to their closest competitors, leading firms believe they stand out for the diversity of their service offering, both traditional accounting service lines and those that sit outside”.*

This is something they intend to build on this year as the two largest points of difference between them and lagging firms are their:

* focus on developing their expertise in niche areas; and
* building out their range of accounting and accounting related services.

Where do you start? – What is your vision for your:

* clients?
* team members?
* your firm?

Would you like to review product packages developed for accountants to deliver “Business Advisory Services”? Why not visit [www.essbiztools.com.au](http://www.essbiztools.com.au) for more details?