



Selling your cloud firm

Bob Wang



CPD Process

In order to receive CPD credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPD**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

Today's speaker



Bob Wang
ctrl by Deloitte

A photograph of two women with blonde hair in ponytails, wearing dark jackets, engaged in conversation. The background is dark with some green and blue bokeh lights, suggesting an indoor event or party.

Format for today:
Q&A + Collaborate

#QBConnect | WiFi: QBConnect

My journey

2015 – Legacy Advantage

2018 – acquired by Deloitte LLP



How many of you

Have thought about selling in the next 5 years?



Why would you want to sell?



Why are accounting firms buying?





What are buyers looking for?
Something they cannot build

Running the numbers

Total Overhead	
1 Manager	100,000.00
Rent	50,000.00
Marketing	20,000.00
Office	12,000.00
Misc	50,000.00
Owner	100,000.00
Total Overhead	332,000.00
<hr/>	
Gross Profit required to cover this OH	332,000.00
Assuming Gross Margin at	45%
Total revenues required	737,777.78

Valuation

0.3x - 1x



Preparing your firm for sale

Build team & build systems



What to expect after the sale

Change

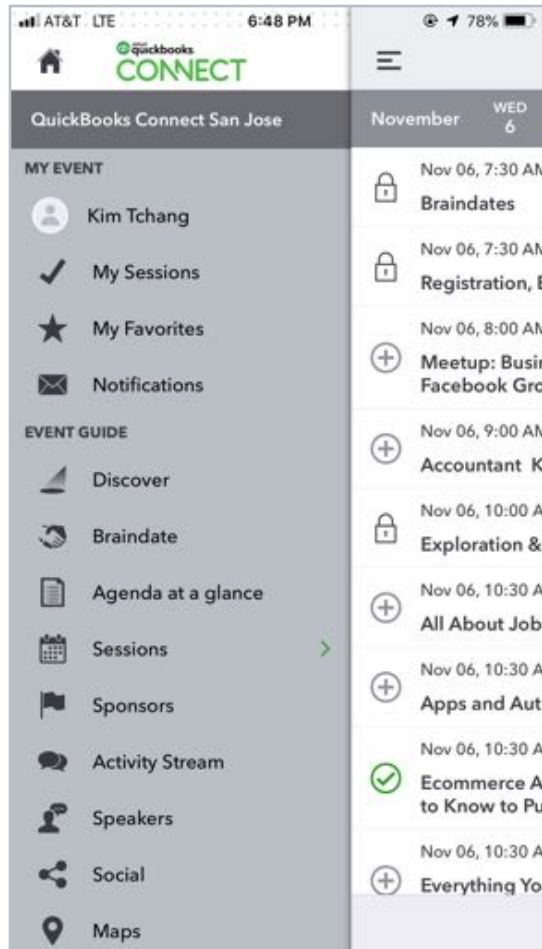


Questions?

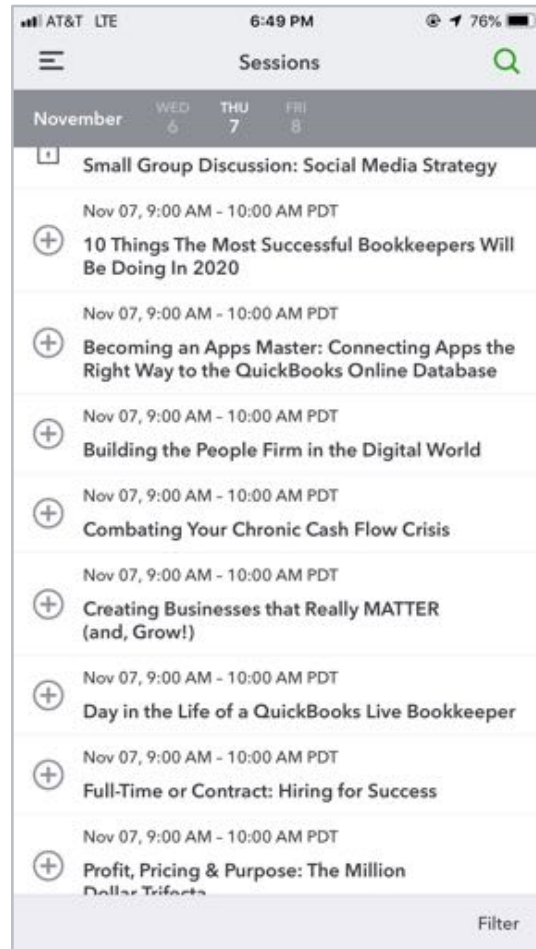
Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

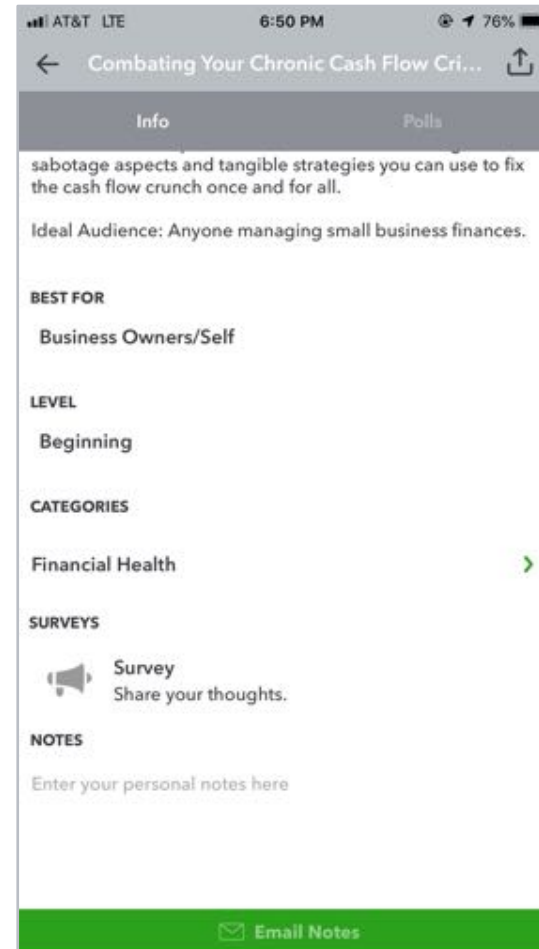
1. Select Sessions



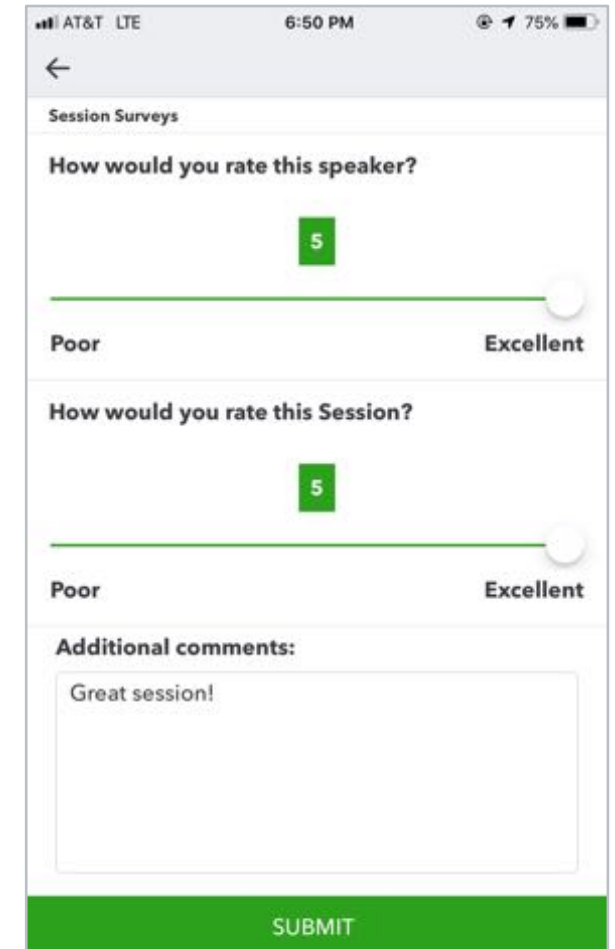
2. Select Session Title



3. Select Survey



3. Add Ratings



Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://can.quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks Connect agenda page for December 10, 2023. The page features a navigation bar with links for 'Why Attend', 'Agenda', 'Speakers', 'Pricing', 'Sponsors', 'Travel', and 'FAQ'. Below the navigation bar, there are tabs for 'December 9 Accountant Day', 'December 10', and 'December 11'. A 'Print Agenda' button is located in the top right corner. The main content area includes a search bar labeled 'Search for sessions' and a set of filters: 'Organizational Culture', 'Life & Business Skills', 'Technology Training', 'Business Growth', 'Advisory', and 'Financial Health'. An 'Expand all +' button is also present. The agenda is organized by time slots, with sessions listed for 7:30-9:00 am, 8:00-8:45 am, 9:00-10:00 am, 10:00-11:00 am, 10:15-11:00 am, and 11:00 am-12:00 pm. The 11:00 am-12:00 pm slot is expanded to show details for the session 'Creating Your Small Business Culture', including a description, ideal audience, best for, speakers, location, track, CPD hours, and level.

Time Slot	Session Title	Action
7:30-9:00 am	Registration, Breakfast & Exploration	+
8:00-8:45 am	Meetup: New to Networking	+
9:00-10:00 am	Morning Keynote	+
10:00-11:00 am	Exploration & Connection	+
10:15-11:00 am	Meetup: Women in the Workforce	+
11:00 am-12:00 pm	Breakout Sessions	
	Creating Your Small Business Culture	x
	Understanding Personalities for Better Communication	+
	How to Use QuickBooks for Your Small Business: Introduction	+

 **CONNECT**

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