



Does Your Business Need A Bookkeeper, Accountant or CPA?

5 key areas to help match your business's needs with the appropriate financial professional!

Criteria	Bookkeeper	Accountant	CPA
Assess Financial Complexity	Handles day-to-day transactions and reconciliations. May also process payroll.	Manages more complex tasks like preparing financial statements and analyzing data. May also prepare and file taxes.	Deals with more intricate tasks such as tax planning and strategy, audits and regulatory compliance issues.
Evaluate Business Size and Growth	Suitable for micro or small startup businesses.	Ideal for growing businesses needing more financial oversight and in-depth financial analysis.	Needed for large or rapidly growing businesses or businesses dealing with more complex financial and regulatory issues.
Determine Tax and Compliance Needs	Does not normally handle tax preparation or compliance but can provide necessary documents.	Can prepare tax returns, ensure compliance and provide tax advice depending on specialty.	May specialize in tax planning, compliance and can provide representation for audits.
Identify Reporting Requirements	Focuses on daily records and basic reports.	Prepares detailed financial statements and reports and customized reporting. May create budgets and perform basic forecasting.	Provides in-depth analysis and reports, audits and reviews, and ensures accurate financial reporting.
Consider Strategic Needs	Best for maintaining organized financial records and performing routine tasks.	Ideal for businesses needing strategic financial advice, budgeting and performance analysis.	Essential for high-level strategic planning, business valuations, and navigating complex financial situations.