

# Industry Intelligence For CPAs

Specific, timely industry data sources  
to build relationships and increase sales



## LEARN THE INS AND OUTS OF ANY INDUSTRY IN JUST MINUTES

Become an industry insider in a snap with Vertical IQ. Our 525+ Industry Profiles are thorough yet succinct – perfectly suited to help CPAs and their teams provide the expertise your clients need to succeed within their industry niche.

On Vertical IQ, you'll also find over 3,400 Local Economies reports for cities and counties across the U.S. – a valuable resource to share with clients who are exploring a new entrepreneurial venture or who own a small business poised for strategic growth.

**“Your credibility really rises when you can make the connection between the need, the opportunity, and your expertise.”**

Kristen Lewis | Director of Marketing EisnerAmper LLP |  
Past-president of Association for Accounting Marketing (AAM)

## HOW VERTICAL IQ HELPS CPAS

**Save time and money** by streamlining the research tools needed to advise your clients

**Prepare for meetings** by quickly getting up-to-speed on key facts, financial and valuation data, industry news, trends, and more

**Understand challenges clients may face** when starting a business within a particular niche

**Boost new associates' confidence** in your industry focus areas

**Share industry- and locale-specific economic data and forecasts** for incorporation in your clients' business plans

**Compile thought-provoking, tailored questions** for business owners to consider

**Select new niches** for the firm to target based on key industry performance indicators

**Populate your website, email campaigns, and collateral** with industry-specific content

To learn more about how Industry Intelligence from Vertical IQ can give your team an edge, contact us at **919.787.4600** or **info@verticaliq.com**.