



How did Las Vegas' fourth-largest accounting firm reduce the operating costs of its tax department by 25 percent and increase cycle time without increasing its staff?

L.L. Bradford & Company strives to exceed its clients' expectations by providing quality services that assist them in obtaining financial success. CCH's integrated tax and accounting applications enable L.L. Bradford to focus on the things that really matter to its staff and clients.



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L.L. Bradford Key Data:

- Fourth-largest accounting firm in Las Vegas
- Opened its doors in 1991
- Total staff of 31 employees
- Full-service accounting firm, handling all the financial needs of its clients



Integrated Applications Help L.L. Bradford & Company Meet the Demanding Needs of Its Growing Client Base

With more than 30 employees, L.L. Bradford & Company is the fourth-largest tax and accounting firm in Las Vegas. The firm takes pride in supporting the tax needs of its high-profile clientele, and provides all of the services required to solve its clients' most complicated accounting and business needs under one roof. Since integrated accounting, tax, and consulting services are what makes L.L. Bradford unique, it is no surprise that the firm turned to CCH for an integrated tax application when its current application was not meeting the demands of its growing client list.

Leveraging the Most Comprehensive Tax System in the Industry

The firm first turned to CCH's ProSystem *fx* Tax application because it supported the preparation and processing of consolidated tax returns, an increasing need for the firm's clients and a function its previous system couldn't handle. Using the most comprehensive tax system in the industry, L.L. Bradford was able to increase productivity, easily handling all types of federal and state returns, and taking advantage of extensive electronic filing services. The firm was able to increase its electronic and consolidated filing capabilities, enabling it to offer additional services to its clients.

Paperless Engagements Accelerate Productivity

Having successfully used ProSystem *fx* Tax for several years, the firm turned to CCH once again, this time wanting to maximize efficiency by creating a paperless engagement process. L.L. Bradford implemented ProSystem *fx* Engagement, an application that typically saves firms up to 40 percent on each of their engagements after the first year of implementation.

Engagement enabled the firm to instantly access workpapers from any location, accelerate productivity with collaborative tools that enable staff to work as a team, and securely manage tax documents during all stages of a project. But it wasn't until L.L. Bradford incorporated CCH's ProSystem *fx* Outsource service that the full potential of an integrated tax platform was realized.

Servicing a Growing List of Clients Efficiently from Anywhere

L.L. Bradford experienced an aggressive increase in new clients, but a shortage of qualified candidates in the area prohibited the firm from adequately staffing up to meet the needs of the expanding client base. In addition, purchasing more office space in Las Vegas to accommodate a growing team was not a cost-effective solution. Furthermore, the firm's tax partner, David Hall, was relocating with his family from Las Vegas to Utah, which significantly reduced the amount of time he would spend in the firm's Las Vegas office.

"We were growing so quickly that our staff was inundated with client work," says Hall. "We had a choice; we could either hire more staff or reduce the number of clients that we retained. By transitioning the labor-intensive tax return completion process off-site, we were able to have our cake and eat it, too."

Outsourced Solution Helps Firm Grow

ProSystem *fx* Outsource enabled L.L. Bradford to effectively service its increasing client base without hiring additional support staff. Using Outsource, L.L. Bradford scans their source documents into electronic files, which are sent along with the clients' tax returns to CCH. Using the data in the source documents, CCH completes the return. The completed tax return, bookmarked source documents, reconciliations and reviewer and preparer notes are then staged for downloading by L.L. Bradford.

L.L. Bradford is able to monitor the status of any submitted return using the Outsource Status application, and because all documents are encrypted and sent electronically via secured communication lines, data is always kept private and confidential. After downloading the documents, the firm can review and approve the tax returns.



Using ProSystem fx Outsource, L.L. Bradford:

- Reduced the cycle time to complete tax returns from two weeks to four days
- Reduced its tax departments' operational cost by 25 percent
- Eliminated costly overtime expenses which were common during peak tax season
- Reduced the number of tax returns completed in-house by 40 percent
- Freed up its staff to focus on more profitable tasks

Free Up Resources and Eliminate Overtime

Because it leverages time-zone differences, Outsource enabled L.L. Bradford to reduce tax return completion time from two weeks to four days. Since it was spending less time completing returns, the firm was able to eliminate costly overtime expenses which were common during peak tax season. This resulted in the firm reducing the operational costs of its tax department by 25 percent.

"By reducing the amount of time required to prepare and complete tax returns and other routine tasks, Outsource freed up resources which could be spent on more critical activities," says Hall. "It has also helped the firm convert the variable cost of tax preparation to a more profitable fixed cost and enabled the partners to spend more time engaging new clients, resulting in increased billings."

Remote Capabilities Allow Access from Anywhere

The remote capabilities of CCH's integrated Tax and Engagement applications and Outsource services have allowed Hall to work as effectively from his Utah home as he did in the Las Vegas office. He no longer has to be on site to review and approve documents. He can access, review, and approve critical documents securely from anywhere.

"L.L. Bradford also experienced several intangible benefits," says Hall. "It has changed our entire approach to client service. It has allowed us to spend more time on things we never could before, and it has also enabled me to have the lifestyle I wanted and the ability to do those things that matter most to me, such as spend more time with my family."

Integration Is Key

While there are other outsource services and providers available, L.L. Bradford selected CCH's ProSystem fx Outsource because it is completely integrated with ProSystem fx Tax. This seamless integration allowed L.L. Bradford to streamline its efforts, and because the functionality of all the CCH tax applications is similar, the learning curve was greatly reduced.

Another advantage of the fully integrated system is that client data can be accessed from a central database via any CCH tax application, eliminating administrative redundancy created by reentering client information into separate applications.

"The fact that the CCH applications seamlessly integrate with each other is an enormous benefit," says Hall. "It's as if we are using one system for all our needs."

L.L. Bradford has also purchased additional integrated CCH products, including CCH Research and ProSystem fx Profit Driver, which the company plans to incorporate over the next year.

L.L. Bradford strives to exceed its clients' expectations by providing quality service that helps them meet their financial goals. In order to better service its clients, the firm turned to CCH on several occasions to maximize efficiencies and help it operate more effectively. In addition to streamlining internal processes, CCH's integrated tax applications have also helped the firm's staff redirect their focus toward those things that really matter, including cultivating their business relationships with clients and spending more time with their own families.

When you work with CCH, a Wolters Kluwer business, you can count on a variety of exceptional support options, including:

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CCHGroup.com – instant online access to product and training information, support, and program updates.

Regional Support Team – ensures your smooth transition to ProSystem fx and assists with any training needs.

Effective Training Options – from in-office sessions to community seminars to Web conferencing.

For more information about The ProSystem fx[®] Office suite of software and workflow tools, call us at 1-800-PFX-9998 or visit us at CCHGroup.com.



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