



Shifting to Advisory Services: Accountant Case Study Series

Expanding Traditional Services

Why Roth & Company continues to win

Abraham Roth began his accounting firm as a sole practitioner in 1978, assuring his clients that their business would always be in the best of hands with him as their trusted advisor and accountant.

That message continues to resonate with remarkable clarity today. Roth & Company now has 90 employees, serves more than 2,000 clients, and is the largest accounting firm in Brooklyn, New York. Just as important, many of the firm's relationships are deeply rooted. Some span more than three decades.

But Roth & Company's track record of outstanding growth and client loyalty doesn't surprise Co- Managing Partner, Zacharia Waxler, who joined the firm in 2004 as a junior accountant. "We bring to our clients the personalized services of a small firm with the expertise of a large player," he explained, "and we are always, always looking to offer greater value."

Adding more services to a traditional suite

CPA firms are generally under increasing pressure to help their clients succeed in an ever-more-competitive environment. Many have responded to this strategic challenge by focusing more of their time and resources on consulting services and less on traditional services like tax preparation, which are increasingly viewed as being more of a commodity.

Roth & Company has taken a counterintuitive approach, by not only supporting a robust suite of traditional services, but also adding to them. While tax preparation remains a major offering, it is part of a larger menu of tax-related services – from foreign taxation to tax-exempt applications and tax planning and consulting. Tax, Advisory, and Assurance Services are Roth & Company's three core practice areas.

"Adding more services is where we're headed," indicated Waxler, who began the firm's Audit and Assurance group in 2008 to offer higher quality audits.

Quick Facts

Abraham Roth
Managing Partner



Firm Name	Roth & Company
Industry	Accounting
Established	1978
Employees	90
Locations	Brooklyn, New York Farmingdale, New Jersey
Website	rothcocpa.com



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 Roth & Co.

Building a horizontal client base

While some accounting firms see future growth in serving the needs of niche businesses and vertical industries, Roth & Company continues to view opportunity through a horizontal lens. Over the years, the Brooklyn-based firm expanded into multiple horizontal segments, adding staff with a depth of expertise to support this variety of relationships.

Its clients include for-profit companies – such as construction, food service, health care and real estate companies, manufacturers, wholesalers, retailers, and finance and insurance firms – as well as nonprofit entities such as social service organizations, foundations, congregations, schools, and government.

“To have an effective conversation with clients about their future, we keep up to date on the industries they are in,” said Waxler.

Applying new technology early

Paperless since 2006 and Cloud-based since 2015, Roth & Company has been an early adopter of proven technology.

“We take a forward-looking approach to data usage because that helps ensure our clients have the data they need to plan for success,” said Waxler. “Today, we are paperless. We don’t have any servers. All our applications, everything, is posted in the Cloud.”

Where possible, the accounting firm encourages its clients to adopt similar technology tools to make transmittal of data faster and easier. “If they do not have the technology they need, we will refer them to people who have that expertise,” Waxler added.

Recommending to its clients the services they use

Like other businesses, Roth & Company is also an employer faced with decisions that affect internal processes, costs, and profitability. One area that it identified for cost savings was the administration of its Human Capital Management through consolidated HR Outsourcing.

“We had two separate brokers for insurance and a separate payroll service provider,” explained Chaya Salamon, Roth & Company’s Director of Human Resources. “Basically, we were managing our insurance and payroll needs through multiple relationships. This added to our administrative time.”

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Roth & Company examined the value of using a Professional Employer Organization (PEO), which could help it obtain the insurance coverage it needed as well as get its payroll done – all through one business relationship. A PEO provides a service that enables an employer to outsource to the PEO its payroll, benefits, workers’ compensation coverage, and HR-related support activities. Roth & Company ultimately selected ADP TotalSource®, ADP’s PEO offering, for their expert guidance, strategic support, and dedicated teams.

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"ADP TotalSource was definitely the way to go for us," Salamon added. "We now have the ability for our employees to access cost-effective health care and other benefits we would not have been able to offer without our relationship with ADP's PEO." Roth & Company employees connect with their health care and other Fortune 500®-caliber benefits through secure Cloud-based access, which helps to mitigate paper based transactions. Additionally, ADP TotalSource uniquely manages employee communications by providing expert guidance to help employees make smart benefits decisions, both at time of hire and during annual Open Enrollment periods.

Waxler added that his firm recommends ADP's PEO to its clients for much the same reason Roth & Company chose ADP TotalSource. "It's about helping your bottom line through more competitive health care offerings and costs, and letting your employees benefit from substantial discounts for a variety of goods and services."

Shaping the future means focusing on growth

Waxler said his firm continues to thrive for reasons that might outwardly seem obvious. Taken together, they form a strong recipe for long-term business success. First, recruiting and keeping good employees is a key enabler to retaining existing clients and finding new ones. Next, you must speak the language of your clients – maintain a solid working knowledge of the industries your clients are in. Focus on your firm's growth through the lens of helping your clients to grow. "You succeed when you give your clients the quality advice they need to succeed," he concluded.

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