**Topic: 2017 Research Insights for Accounting Firm Marketers & Business Development Professionals**

Summary:

Today’s accounting firms face numerous challenges – mergers, increased competition, and commoditization. While many firms are struggling to grow, some are finding opportunities to thrive in this environment. What are they doing differently?

Hinge wanted to find out. So we conducted a survey of 256 accounting and financial services firms estimating $16.4 billion dollars in combined revenue.

Join Lee Frederiksen as he shares the top 10 insights Hinge gained from our research. Lee will share commonalities among high-growth firms, comparing their approach to that of less successful firms. Participants will learn what is working in today’s market and what is hindering firms’ success.  Lee will talk about topics that include strategy, specialization, differentiation, and tracking metrics.