



WEALTH FACTORY

HOW TO CHOOSE A WEALTH-MINDED CPA

*Tactics & Tough Questions To Ask So You
Can Find Out If a CPA Is The Right Person
For Your Tax Team*



How to Choose a Wealth-Minded CPA

Written By: Garrett Gunderson

Finding a production-minded CPA can be very difficult, but there are some tactics and questions you can use to gain an edge.

First, like most professions, there is a hierarchy of experience when it comes to tax accountants and CPAs. Usually a CPA has a Masters in tax while the tax accountant does not. Out of college, the top graduates usually go to work for one of the “Big Four” accounting firms. Next in line are the regional firms and then maybe a local firm before starting their own tax firm.

So if you’re evaluating a CPA, you may want to look to see where they gained their work-experience.

Then one way to determine the skill of your CPA is to pay attention to the questions they ask you. You know your financial situation, but the CPA doesn’t, so are they asking enough questions to understand your entire financial situation? They can't create a proactive, tax-saving strategy for you unless they are asking lots of questions.

Next, you can also judge a CPA by how they answer your questions. If you ask a question, and they give an answer you already know, that's not a good sign. Your CPA should know more about tax than you do, so their answers should leave you saying, "I never thought of that!"

Questions for Interviewing a CPA

To find out if a CPA is the right person for your tax team, you'll need to present them with some tough questions. Here is a list of questions I use to verify that a CPA is qualified to work with me:

1. **"Do you work with tax attorneys or cost segregation engineers?"** Right answer: Yes.
2. **"How often do you recommend we meet?"** Right answer: More than once, and outside of tax season.
3. **"When does it make sense to pay more in tax?"**
4. **"Are you conservative and what does that mean?"** Right answer: They're not conservative or aggressive, they use the tax law to legitimately lower taxes as much as possible.
5. **"What is the greatest tax shelter?"** Right answer: Earning another dollar.
6. **"Would you rather pay 1 million or 10 million in tax?"** Right answer: 10 million, because that implies you made more money.
7. **"How do you feel about deferring tax and when does it make sense to defer taxes?"** Right answer: Deferring tax is the least valuable way to "save" on tax, because taxes are likely going higher.

8. **“When should I start planning for my business exit, tax-wise?” Right answer: Now.**
9. **“What are some of the unique ideas that you have brought to other clients tax-wise?”**
10. **“What are the downsides of IRAs or defined benefit plans?”**