



Citation and Resource Guide

Sidney Kess, CPA, JD, Editor

Cons and Pros of Roth IRAs

- The IRS spells out the contribution rules for Roth IRAs in 2015 at www.irs.gov/Retirement-Plans/Amount-of-Roth-IRA-Contributions-That-You-Can-Make-For-2015.

Where to Find Investment Income

- The IRS explains tax advantaged qualified dividends in Publication 550, Investment Income And Expenses, p. 20, at www.irs.gov/pub/irs-pdf/p550.pdf.

Social Media for Business Owners

- The U.S. Small Business Administration offers social media tips at www.sba.gov/blogs/10-ways-make-your-small-business-social-media-activities-rock.

Practice Development Tip

Renew Clients' Interest in Estate Planning

In June, the IRS issued final regulations on portability—the ability of a surviving spouse to use the deceased spouse's unused estate tax exemption. Among the main items in the regulations, the IRS said that extra time to elect portability will be granted to estates that are not otherwise required to file an estate tax return. On the other hand, the only way to elect portability will be to file an estate tax return (Form 706) because the IRS rejected the idea of a so-called short form return to make that election.

Of course, few clients will be interested in the fine points of the portability regulations. Still, the release of the final rules provides you with an excellent opportunity to keep in touch with clients and potential clients. You can mention the recent IRS action and offer an update via private meetings or seminars.

Among estate planning professionals, there is some controversy about portability. Should clients rely upon this election to avoid federal estate tax? Or, are there still advantages in traditional estate tax planning, which often includes multiple trusts?

You can go over both sides of the issue with clients and prospects. Using portability can be simple and inexpensive but there are no guarantees that a proper election will be made. Trusts might be costly, but they can lock in certain plans, such as complete federal estate tax exemption for rapidly growing assets held by the first spouse to die.

Discussions of such tactics can improve your relationships with existing clients and attract new ones. In addition, you may increase your chances of ongoing engagements with clients' estates, testamentary trusts and surviving spouses.



Practice Development & Management Resources

from the AICPA

For more information or to order, log on to www.cpa2biz.com or call 1.888.777.7077.

CPA Firm Mergers & Acquisitions: How to Buy a Firm, How to Sell a Firm, and How to Make the Best Deal

■ There are steps you can take right now to position you and your firm for a successful firm merger or acquisition. Written with both buyers and sellers in mind, this comprehensive resource aims to ensure that both parties to a transaction achieve their goals.

[Item nos. PPM1304P—AICPA Member \$59.00, Nonmember \$73.75 and PPM1304E—AICPA Member \$53.00, Nonmember \$66.00]

Take Your Marketing Online! Proven Ways to Grow Your Firm in the Digital Age

■ In this comprehensive guide, CPA firm marketing expert Bonnie Buol Ruszczyk teaches you the art of growing your firm in the digital age, guiding you through exercises to help you uncover your firm's unique value while sharing proven techniques for communicating that value through the most effective online channels. Does your firm's online presence ensure that your ideal clients can find you? Will they like what they see when they do?

[Item nos. PPM1501P—AICPA Member \$55.00, Nonmember \$69.00 and PPM1501E—AICPA Member \$49.00, Nonmember \$59.00]

CPA Client Bulletin Select

■ Do you ever wish you had more flexibility with your CPA Client Newsletter content? Now you can with this new monthly offering from the AICPA. Optimize your client and prospect communications with the AICPA's trusted CPA Client Newsletter content, now available in a flexible, editable MS Word format for use in your firm blog, social media outlets, traditional client newsletter communications, and beyond.

[Item no. PCN1301W—AICPA Member \$895.00, Nonmember \$1095.00]

On Your Own! How to Start Your Own CPA Firm, Second Edition

■ Written for potential and new solo practitioners, this book guides you through the transition from working for a CPA to being your own boss, as well as navigating potential stumbling blocks and achieving success.

[Item nos. PPM1212P—AICPA Member \$55.00, Nonmember \$68.75 and PPM1212E—AICPA Member \$50.00, Nonmember \$62.50]

10 Steps to a Digital Practice in the Cloud: New Levels of CPA Firm Workflow Efficiency, Second Edition

■ This popular how-to guide is your roadmap to building your successful practice in the cloud in just 10 steps. You'll get practical comprehensive information with step-by-step instructions covering a variety of areas, such as infrastructure, document management, client portals, workflow management, security, and more.

[Item no. PTX1401P—AICPA Member \$55.00, Nonmember \$69.00]

Need help with your subscription?

Contact our Member Service Center at 888.777.7077 or service@aicpa.org.

Questions or comments about the content?

Contact Andrea Sterling, Managing Editor, at 919.402.4025 or CBeditor@aicpa.org.