



# Grow your influence.

Be a peer reviewer. It's easier than you think!



Are you ready to leverage your expertise and welcome a whole new source of revenue for your accounting and auditing practice?

The peer review landscape has changed over the last several years, and having a quality peer review is more important than ever. By becoming a peer reviewer, you'll be in high demand — and you can help grow your business and build your reputation as a firm that stands behind its commitment to providing high-quality services.

### Firms want value.

As a provider of audit and accounting services, you understand clients' demand for high-quality services. The same goes for businesses looking for peer reviewers, who want a quality peer review to help them:

- Improve processes.
- Obtain education or recommendations to correct findings or deficiencies.
- Establish and maintain a system of quality control to comply with Statements on Quality Control Standards (SQCS) No. 8.
- Convey honesty, professionalism and trustworthiness to their clients.

### You have a unique vantage point.

With your experience in the profession, you can help firms achieve the results they want while bolstering your own practice. Here are some of the tangible benefits that you'll get as a peer reviewer:

- Greater confidence in your own practices and procedures
- Exposure to new best practices that boosts efficiencies
- Insight to perform more effective audit procedures
- Expertise in understanding common areas of professional standard noncompliance

### Become an expert in practice management.

As a peer reviewer, you'll gain additional opportunities to network with your peers, which provides insight to tackle challenging practice management issues outside of regular services you provide to your clients, such as:

- Staffing and employee retention
- Partner or shareholder challenges
- Firm mergers and acquisitions
- Succession planning

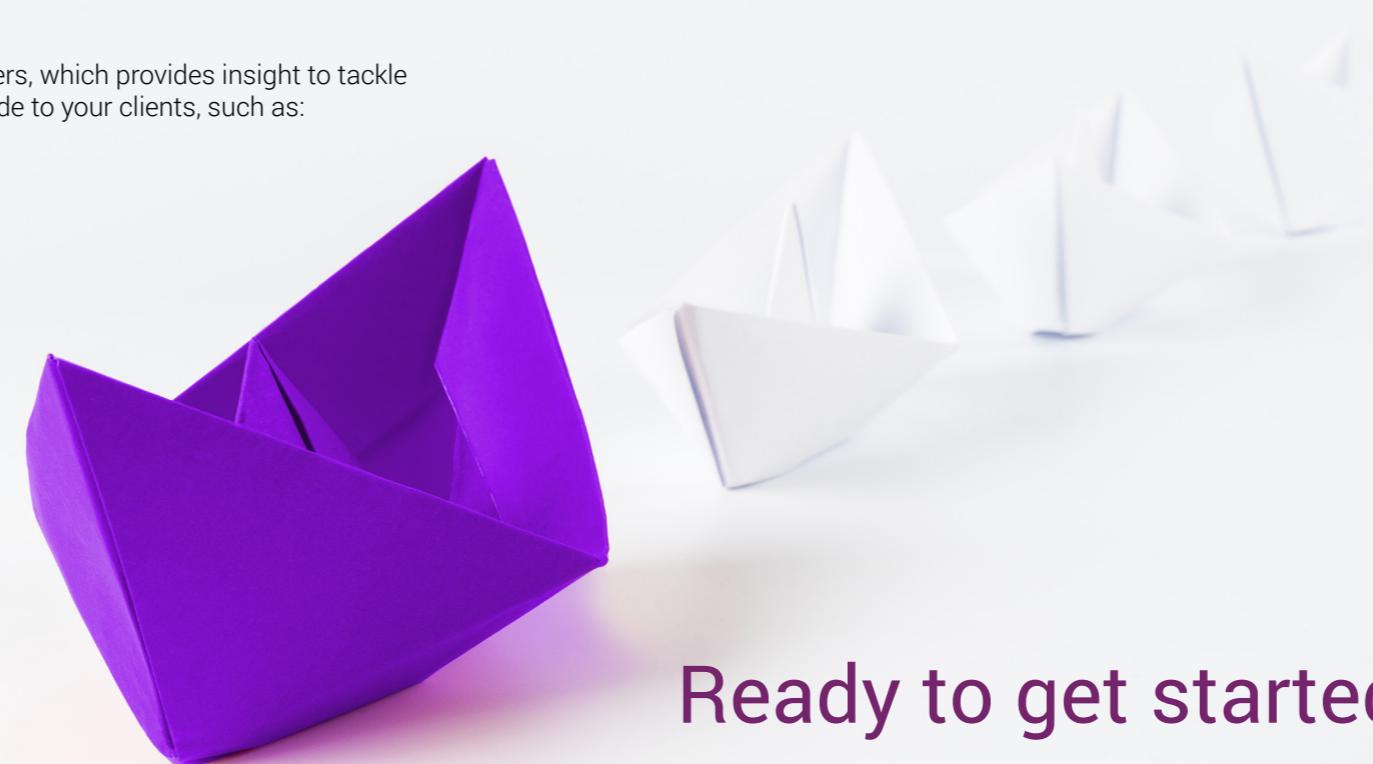
### Here's what other CPAs think about performing peer reviews:

"I enjoy being a peer reviewer because I love working with my peers to help them improve the quality of their services, including insight from my own experience and other peer reviews, whether it's audit and accounting processes, or sharing of workpapers that we've developed."

"Being a peer reviewer is a great way to keep up with the standards — continuously going through checklists certainly has helped improve our own firm's quality. Several issues I encounter often require research, which continues to provide that challenge."

"I enjoy performing peer reviews because it gives me an opportunity to see how other CPA firms run their practice and have met a lot of nice people along the way."

"Peer reviews provide another source of revenue for our firm, in addition to the audit and accounting or tax-related services."



### Ready to get started?

Visit [aicpa.org/BeAResponder](http://aicpa.org/BeAResponder) for requirements and training options.



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