



CPALLIANCE™ Shawn J. McCabe, CFP®, MSA, MBA Director

By wrapping a level of service and support around the technology provided by TAMPs, we maximize the impact of what TAMPs can do for advisors by providing a holistic solution for the busy CPA tax professional who provides, or wants to provide, financial planning and investment advisory services to their clients.

Over the next 10 years, we expect to see incredible advancements and consolidation of firms, technology platforms, and service providers as the TAMP industry matures. At the same time, money in motion will accelerate, regulation will continue to tighten, and a shortage of qualified professionals entering the CPA profession will persist. This will create a sharp increase in demand for CPAs beyond just tax compliance, audit, and attestation work.

We must continue to build out programs and platforms to bring solutions to busy, in-demand professionals that help them deliver high-quality services to their clients at increasing levels of pace and demand.

CPAlliance™

CPAlliance™ Powered by CPS Investment Advisors
205 East Orange Street, Suite 310, Lakeland, FL 33801 • www.cpalliance.com

What is the CPAlliance™?

The CPAlliance™ is a Turnkey Asset Management Program (TAMP) designed by CPAs, for CPAs. It is also an elite network of CPA financial planners who are registered investment advisors, uniquely qualified to help clients achieve and protect financial independence.

The CPAlliance™ provides its members with end-to-end registration and compliance support, practice management assistance, technology, and discretionary portfolio management services. We do the heavy lifting, allowing our advisors to stay focused on their clients and building their firms. With access to a broad range of investment vehicles, including publicly traded stocks, bonds, mutual funds and ETFs, portfolios are constructed and managed according to individualized Investment Policy Statements in a discretionary and fiduciary capacity. This allows our Advisors to deliver investment strategies

that clients understand and meet objectives with confidence. There are no commissions, no limited family of funds, and no quotas. Our Advisors own their book of business and maintain their independence and control.

Why Join the CPAlliance™?

We know CPAs, while running extremely busy practices, can be a client's most trusted advisor. The CPAlliance™ was intentionally designed with this in mind. Our advisors have support from a team of highly credentialed and experienced staff, our technology is streamlined and bundled for ease of use, our fee-only investment advisory services align with professional standards and client needs, and our community of like-minded CPAs is one of the world's most sought after think-tanks. All of this is included under a simple fee-split arrangement.

New business contact:

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CPAlliance™ Director
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Brand of program: CPAlliance™

Type of program: TAMP for CPAs

Total assets in program: \$2.17B as of 12/31/21

Year program began: 1975 as a CPA Firm/1989 as an RIA

Managers on platform vetted: N/A

Managers GIPS® compliant: None

Type of products available: Discretionary asset management services and back office support for CPA RIAs

Program uses platform to track reporting of client holdings: Yes

Fees: Tiered based on AUM; Starts at 75 basis points for first \$35mm of AUM, reduces as AUM increases

Program is compatible for: CPAs looking for complete back office support, discretionary investment management services and financial planning tools and resources

Client goals: Wealth Accumulation, Long Term Growth, Retirement Income, Income, Financial Independence

Program optimized for tax and trading efficiency: Yes. Trading is managed with discretion by an in-house professional investment management team, within confines of individual client IPS

Sleeve-level reporting: N/A

Program links to a trade execution or order management system: Yes

Program links to a trust accounting system: Yes

Private branding or white labeling possible: Yes

Proposal generator: N/A

Generates investment policy statements: Yes
Asset allocation methodologies: 3 primary models: Conservative, Balance, Growth

Rebalancing: Routinely

Aggregation of held-away accounts: Yes

Custodians supported: Primary: Fidelity, TD, NATC

Marketing support offered: We provide everything a CPA firm needs to brand, market and grow their wholistic tax and wealth management practice