

Industry Intelligence for CPAs

Specific, timely industry data sources to build relationships and increase sales.



LEARN THE INS AND OUTS OF ANY INDUSTRY IN JUST MINUTES

Become an industry insider in a snap with Vertical IQ. Our 920+ Industry Profiles are thorough yet succinct – perfectly suited to help CPAs and their teams provide the expertise your clients need to succeed within their industry niche.

On Vertical IQ, you'll also find over 3,400 Local Economies reports for cities and counties across the U.S. – a valuable resource to share with clients who are exploring a new entrepreneurial venture or who own a small business poised for strategic growth.

“Your credibility really rises when you can make the connection between the need, the opportunity, and your expertise.”

KRISTEN LEWIS

Director of Marketing, EisnerAmper LLP
Former President, Association for Accounting Marketing (AAM)

HOW INDUSTRY INTELLIGENCE HELPS

Save time and money

by streamlining the research tools needed to advise your clients.

Prepare for meetings

by quickly getting up-to-speed on key facts, financial and valuation data, industry news, trends, and more.

Understand challenges

clients may face when starting a business within a particular niche.

Boost new associates'

confidence in your industry focus areas.

Share industry- and locale-specific economic data

and forecasts for incorporation in your clients' business plans.

Compile thought-provoking, tailored questions for business owners to consider.

Select new niches

for the firm to target based on key industry performance indicators.

Populate your website,

email campaigns, and collateral with industry-specific content.

TO LEARN MORE ABOUT HOW INDUSTRY INTELLIGENCE FROM VERTICAL IQ CAN GIVE YOUR TEAM AN EDGE, CONTACT US AT 919.787.4600 OR INFO@VERTICALIQ.COM.