

Partner Profile



Michael Dillon, Esq., is President of Dillon Tax Consulting LLC.

In this series of case studies, the nation's most innovative accounting firms weigh in on what it takes to navigate the changing accountancy landscape.

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[Growing your accounting practice](#)



DILLON TAX CONSULTING
MEETING OBLIGATIONS, EXCEEDING EXPECTATIONS

Dillon Tax Consulting provides tax advisory services and solutions to companies across all industries, ranging in revenue size from several hundred thousand dollars to multi-billion dollars.

GROWING YOUR ACCOUNTING PRACTICE

A conversation about innovation with:

Michael Dillon

President at Dillon Tax Consulting

"CPA firms will continue to specialize their practice areas...and adopt technology to serve their clients' tax needs better."

What trends do you see shaping the accounting industry?

Much of the focus in multistate sales tax involves e-commerce and cloud computing, with state taxing authorities racing to morph tax policies to catch the tax dollars. CPA firms will continue to specialize their practice areas to meet the growing demands in these industries, as well as adopt technology to serve their clients' tax needs better. Key to this is safeguarding their client's data while using technology to automate ongoing compliance functions.

How does sales tax compliance fit in to your firm's service offerings?

Our goal is to help clients achieve enhanced, robust sales tax compliance that frees up internal resources, enabling them to focus on higher-value day-to-day functions. Also, this minimizes risk related to ongoing purchase and sales tax decisions. I see outsourced compliance and sales tax technology solutions, such as exemption certificate management, as a primary means of achieving this goal.

How do you market and differentiate your services?

I share relevant and important state sales tax news on my blog, LinkedIn, and my website; as well as email blasts to clients and colleagues. I also lecture live and online about sales tax, enabling me to get in front of people concerned about issues. Also, a strong core of referral sources relies on me as their "go to" for all things relating to sales tax.

How do you retain clients?

Our clients are our greatest asset and our best source of recurring and referral business. We also act as "value-add" collaborators by developing relationships with value-added service providers, such as sales tax technology solution providers, which enables us to bring the best solution to the table.



Share your story and insights:

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