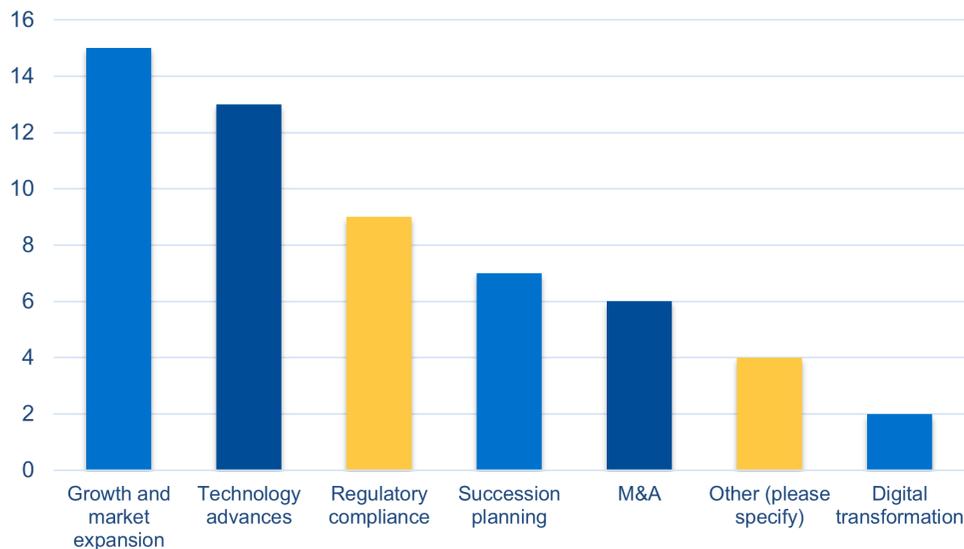


# How does your practice rank?

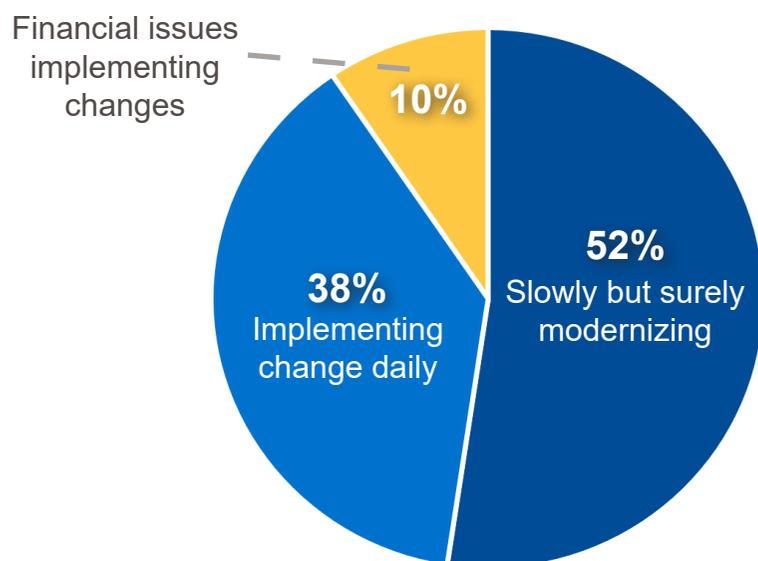
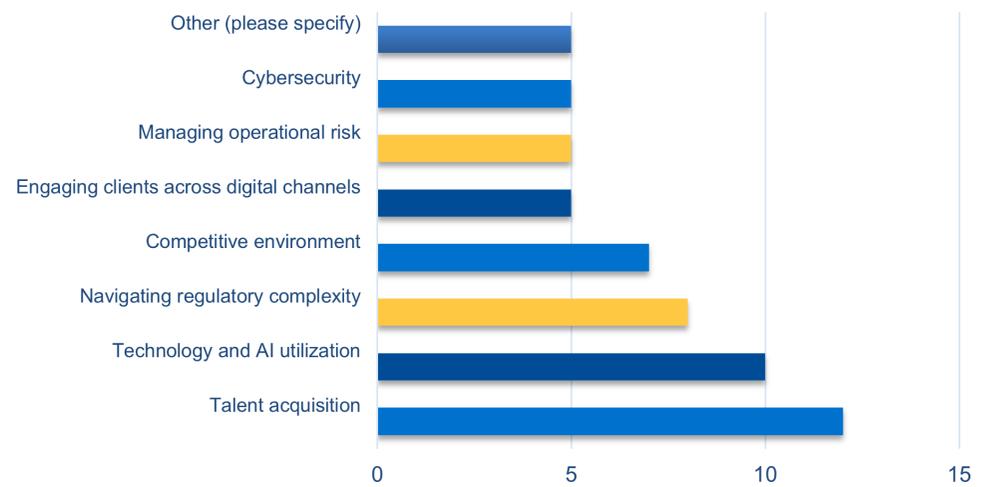


## What are your top three strategic priorities for the next 12 months?

Respondents identified growth and market expansion as their top strategic objective, followed closely by the need to navigate technological advances and regulatory compliance. While staying current with technology remains a high priority, “digital transformation” as a broad concept has fallen out of favor. This suggests that practices are opting to implement software in targeted, incremental ways rather than committing to a full organizational overhaul.

## What are your biggest pain points right now?

Echoing a narrative heard across the profession for several years, talent acquisition continues to be a primary pain point. When the ongoing talent gap is viewed alongside rapid technological advancement, a clear strategic pivot emerges. Practices are increasingly looking toward AI and specialized software solutions to bridge the staffing void. By automating high-volume tasks and streamlining workflows, these tools allow existing teams to maintain high output despite hiring hurdles.



## Compared to your peers, how well do you feel your practice is adapting and modernizing practices to stay competitive with the many technological advances available?

Aligning with the widespread acknowledgment of AI and technology as critical strategic priorities, 90% of respondents are actively taking steps to modernize their practices. This high adoption rate underscores a collective commitment to maintaining a competitive edge through digital evolution. For the remaining 10% of firms, financial constraints remain the primary barrier to technology implementation.