

# South Florida Business Journal

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## Q&A with the Accounting Firms Listmakers

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**What unique challenges do accounting firms face in South Florida?** Marcum is seeing a great influx of clients that are doing more work globally, particularly in Europe, Asia and South America. As a result, our clients' businesses are becoming more complex.

**How has the accounting industry evolved?** Technology is becoming more of a factor in everything we do, from how we perform audits to how we serve clients. As the technology market grows, we are also being engaged by more technology companies, but we are also seeing a growing demand for technology services to clients in all industries.

**How has outsourcing affected the industry?** Marcum actually does very limited outsourcing because we want our people to build relationships with our clients in order to bring the most value to them. This is virtually impossible to accomplish if you're outsourcing work because it prevents you from getting close to the client and their business. If you don't work on the business and perform as a partner to the client, you will not become a member of the trusted inner circle.