



COVID-19 Rainmaker Virtual Roundtable

March 31st, 2020 | 11:00am CST

From Dan Schindler to Everyone: 11:10 AM

to what level are CPAs helping their clients navigate the loan process from a risk management standpoint?

From Jay Wikum to Everyone: 11:10 AM

Have you found any banks accepting the CARES SBA loan applications yet?

From Leisa Gill to Everyone: 11:11 AM

Has anyone found a great resource that lists all the banks offering SBA loans?

From Jay Wikum to Everyone: 11:12 AM

For Dan's question...sound like a standard Comfort Letter issue. Probably wouldn't exceed our protocols.

From adelaide@therainmakercompanies.com to Everyone: 11:13 AM

SBA.gov

From Meyer Mintz to Everyone: 11:14 AM

we have been telling clients to go to their existing banks to try to get it in faster

From RICHARD BARBER to Everyone: 11:15 AM

We work with Chase and they have stated that they wil only work with client who were clients on 2/15

BOA and Chase both say by Friday

From Jay Wikum to Everyone: 11:16 AM

For the CARES SBA application, does anyone know whether the dates of submission can just be Calendar 2019, or pushed into Jan or Feb 2020...Just calendar will be easiest, but we don't want to go too far in prep if the dates aren't what they will need.

From Chris Lazzuri to Everyone: 11:16 AM

We are hearing 50K applications a day per large bank. and if they get guidance early next week the 10th is still more realistic to begin accepting application.

From Ila Kharbush to Everyone: 11:18 AM

Thomson Reuters has a CARES Act blog with - find it here:
<https://blogs.thomsonreuters.com/answeron/u-s-stimulus-bill-includes-billions-of-dollars-for-coronavirus-healthcare-efforts/>

From adelaide@therainmakercompanies.com to Everyone: 11:18 AM

Wow ! @Richard Barber - sounds like an opportunity to be a trusted advisor to those small businesses left without good advice from the banks!

These are great resources, everyone.

From adelaide@therainmakercompanies.com to Me: (Privately) 11:19 AM

where does a participants find the "yes" & "no" buttons?

From Chris Lazzuri to Everyone: 11:19 AM

That is our understanding as well Scott. and the use of the funds affects whether you can use both programs.

From Jody Padar to Everyone: 11:19 AM

There is NO right Answer!

From Donna Erbs to Everyone: 11:21 AM

Petrified, to be honest

From Marilyn Kitchens to Everyone: 11:21 AM

can't see the poll

From Holly Swirtz to Everyone: 11:22 AM

no poll

From Paul Spindler to Everyone: 11:22 AM

not yet

From Jody Padar to Everyone: 11:23 AM

where there is chaos there opportunity!

From Leisa Gill to Everyone: 11:23 AM

There is plenty of existing client NEW work to be done too as it relates to the CARES ACT

From Meyer Mintz to Everyone: 11:24 AM

lots of forwarding of internally written articles'

From Jessica Black to Everyone: 11:24 AM

BLASTING INFORMATION!

From Emily Morgan to Everyone: 11:24 AM

Info webinars

From Jessica Black to Everyone: 11:24 AM

KEEPING IN TOUCH WITH EVERYONE

From Jody Padar to Everyone: 11:24 AM

sharing content!

From Julia Deien to Everyone: 11:24 AM

Looking at current clients not using my teams services yet.

From Jay Hutto to Everyone: 11:24 AM

Webinars and Eblasts

From Meyer Mintz to Everyone: 11:24 AM

and liking them onSOCIAL MEDIA

From Slater Solomon to Everyone: 11:24 AM

Im focusing on existing clients first, then pivot to new clients.

From Emily Morgan to Everyone: 11:24 AM

we started a virtual kid camp for our staff kids and invited clients to send their kids

From Jessica Black to Everyone: 11:25 AM

Reaching out to the tax clients to check their temperature and position in the current climat climate* and seeing if they are getting the advice/answers they need

From Leisa Gill to Everyone: 11:25 AM

Staying connected to COIs and Ref Sources to get feedback on what they are hearing and seeing related to companies, the market, etc.

From Chris Lazzuri to Everyone: 11:25 AM

Not all of us are Tik Tok stars

From Dan Schindler to Everyone: 11:25 AM

what chris said!

From adelaide@therainmakercompanies.com to Everyone: 11:26 AM

@chris lazurri :)

From Holly Swirtz to Everyone: 11:26 AM

My 19 year old just explained what Tik Tok was to me last week ;)

From Paul Spindler to Everyone: 11:28 AM

what's app is useful. as its seen as more personal than other media for staying in touch, and people are far more likely to open up at the moment when you ask about their personal situation

From Leisa Gill to Everyone: 11:28 AM

I have sent text message, calls or emails letting them know we are here if they need anything. Most all have responded. Which keeps them "connected" too.

From Meyer Mintz to Everyone: 11:29 AM

i have been sending emails about ideas to keep the kids busy

From adelaide@therainmakercompanies.com to Everyone: 11:33 AM

Meyer! I love that idea. Please send to me, too!

There are only so many TikTok videos I can do with them. :)

From Dan Weaver to Everyone: 11:34 AM

bd question- when is it appropriate to send out e blasts to non clients about client accounting services. too soon???

From Zebekiah Bortner to Everyone: 11:35 AM

Landing page with updated information and links to resources.

From Julia Deien to Everyone: 11:35 AM

We have been packaging technologies to help companies work more remote

From Jessica Black to Everyone: 11:36 AM

Taking the opportunity to analyze historic cash flow and project impacts- building out more KPI dashboards

From Jody Padar to Everyone: 11:36 AM

make sure to hold space with them... there is no write answer now

From Chris Lazzuri to Everyone: 11:36 AM

lots of educational webinars around legislation and COVID - 19 resource center on website.

From Donna Erbs to Everyone: 11:36 AM

The twins rocking the camo today. Love it!!!

From Paul Spindler to Everyone: 11:37 AM

@ DA Weaver not sure if a pitch about changing client accounting advisors is right at the moment, more about assisting people or being there if to provide help if they have a problem

From Lisa Benson to Everyone: 11:37 AM

As a network, we have set up virtual regional meetings - roundtable meetings to connect with our members and make sure they are connected to each other to share ideas, resources, challenges and solutions (like these calls..thank you!)

From adelaide@therainmakercompanies.com to Everyone: 11:40 AM

Great question, Dan. I think it's an art/science question. I do not think it's too soon, but I think it has to be written in a tone of "help" rather than "here's what we offer!" Something along the lines of a "We know there's a lot going on right now... we're here to help." Make the marketing message about THEM, not the firm.

Yes! @Lisa Benson! That is spot on and I know your members appreciate it. That is why we are doing these calls and why we'll be doing them for each of our niche communities, too.

From Jody Padar to Everyone: 11:43 AM

it's ok that there is no ONE answer... offer options

From Jessica Black to Everyone: 11:45 AM

We are using teams

From Slater Solomon to Everyone: 11:45 AM

We have adopted systems and processes that we will retain even after COVID-19. Teams video meetings with staff, Zoom with clients are two examples

From Jessica Black to Everyone: 11:45 AM

it keeps everyone one in constant contact- we can screen share and audio call even though we are remote!

From Mario to Everyone: 11:46 AM

Empathy, we're all worried about the future of each other, so the only solution for it, it's be responsible with our work.

From Jessica Black to Everyone: 11:49 AM

AGREED!!!!

From adelaide@therainmakercompanies.com to Everyone: 11:52 AM

I'm French for those of you who do not know that. :)

From Maureen Dillmore to Everyone: 11:52 AM

Firms are happy to that clients are finally using the portals!

From Mario to Everyone: 11:53 AM

Agree

Nope

From Leisa Gill to Everyone: 11:55 AM

Virtual lunch inviting team members to join with food that they purchased from a client.

The impact on our firms will depend on the impact it has on our clients!

From adelaide@therainmakercompanies.com to Everyone: 11:56 AM

"Impact doesn't mean negative"

great comment from our very own Robin Brothers!

From Paul Spindler to Everyone: 11:57 AM

I expect if you are a specialist in an industry that has been hard hit (transactions, airlines, leisure) then it could be quite severe on your firm

From adelaide@therainmakercompanies.com to Everyone: 11:58 AM

These are amazing comments everyone.

Coaching Call link here if anyone wants to talk through any of this in greater detail:

<https://calendly.com/adelaideness/covid-19-coaching-calls>

From Lisa Benson to Everyone: 11:58 AM

What about talent? Will there be a lot of people cut?

From Matthew West to Everyone: 11:59 AM

<https://www.cpa.com/uncertain-times>

From Marilyn Kitchens to Everyone: 12:00 PM

We did reduce our seasonal staff to buffer any hit to our full-time staff