

Why your Accountant *Really* Doesn't Call You Back

1. They don't think your situation is as important as what they're currently doing.

The truth is that there is a list of clients you call back first. They usually are the clients that pay the most or are most profitable. Clients that aren't as large just go to the bottom of the stack. Unfortunately, the clients that complain the loudest also receive more attention. This leads to good clients not having their needs met.

2. They would rather work with "the numbers" than the person

Let's face it, accountants aren't the most sociable bunch, but you already knew that. But when it comes to working on a tax return, and returning a call, most accountants finish the return. And there's always more work to do...

Don't take it personally, they just prefer to be by themselves!

3. You don't have a relationship with them.

Think about it. What if somebody else avoided you? Would you think there was something wrong with your relationship? Well, accountants are the same as everyone else. A lack of communication is a symptom of a failed relationship. If your supplier didn't return your calls, you'd know something was seriously wrong; it's no different with your accountant.

4. They are natural introverts

See number 2 above. It goes deeper than that though. The thing that makes some accountants good at their job is why they don't play well with others. Over a lifetime of people accepting that behavior as "well,

she's just an accountant, you know how they are," there is no incentive to work on communication skills. Ask your accountant if they've ever had any formal communication training. If it was something they wanted to improve, they would have.

5. They're afraid you will be angry with what they have to tell you

You already know this, but sometimes the news isn't good. Usually because of a lack of communication! Everyone knows they have to pay their taxes, but who

likes surprises? Many people, not just accountants, avoid conflict, so that is understandable. But why was their a surprise in the first place? Is their ongoing communication with your accountant throughout the year? If not, you should expect surprises! They're going to happen!

6. They don't know the answer to the question you asked

Many one and two partner accounting firms lack the depth of experience necessary in today's complex market. Think about the medical profession 50 years ago. There were not nearly as many specialists as there are now. The accounting profession is just now catching up. One or two people simply cannot know it all. Find a company that knows your situation and your business.

7.5 They have too much to do (This one is worth 1.5 because it is the real problem most accountants have.)

Sadly, many accountants just have too much to do. Often times it is from a lack of being able to communicate clearly, or being able to say no. Other times, it is because they aren't charging enough. If you're inexpensive, you attract too many clients. You don't have to pay too much, but a cheap accountant doesn't have time to call you back!