

Accounting Can Take You Anywhere

Open yourself up to a career that's bursting with opportunity

WHAT'S AN ACCOUNTANT?

Accountants are the backbone of the business world. Every possible industry needs accountants to keep their finances in check – including nonprofits, government agencies and public accounting firms.



WHERE DO ACCOUNTANTS WORK?

Just like doctors or lawyers, there are lots of different types of accountants and ways to make a difference. No matter your interests, there's a job for you in accounting! Here are just a few specialty areas:

- **Technology** – Whether it's IT, data analytics or cybersecurity, you can make sure clients and companies understand their risks and opportunities in a rapidly changing digital business world.
- **Entertainment** – Advise celebrities on their financials, negotiate contracts, and help keep TV shows, concerts, and video games on budget.
- **Nonprofit Organizations** – Get paid to do good by making sure nonprofit organizations aren't spending more money than they're bringing in.
- **Government** – Help keep local, state and national government departments honest by making sure these agencies are fiscally responsible with taxpayer money.
- **Food and Fashion** – Help make decisions about products, stores and prices to keep food and fashion industries profitable.
- **Sports** – Help pro athletes and sports teams with their financial needs by analyzing the financial implications of drafting a new player, pricing box seats and negotiating contracts.
- **Criminal Investigation** – Work on criminal investigations to catch people committing fraud and other financial crimes.
- **Public** – Work at a public accounting firm as a financial advisor for a variety of clients and companies.

HELPFUL QUALITIES AND SKILLS

- | | |
|------------------|-----------------------|
| • Tech Savvy | • Self-Motivated |
| • Highly Ethical | • Curious/Inquisitive |
| • Adaptable | • Analytical |
| • Professional | • Detail Oriented |
| • Organized | • Strategic |



THE PERKS OF BEING AN ACCOUNTANT REALLY STACK UP!

A career in accounting is a career with far more potential than you ever imagined. Here are some of the perks that make the accounting profession so appealing.



Job Security:

It's one of the most recession-proof careers out there. Money matters often become more critical when the market isn't as hot.



High Demand:

There are more accounting positions out there than there are qualified accountants to fill them. In fact, nearly 62% of accounting students have at least one job offer before graduating college. (Source: Forbes)



Earning Potential:

Not only is accounting a stable and necessary function in all businesses, but accountants also earn great pay. Add a CPA license to your resume and you'll see your earning potential soar throughout your career.



Flexibility:

Much of the work accountants do can be done from anywhere (hello, working remotely), which makes managing life and deadlines much easier and helps prevent burnout.

ACCOUNTANT VS. CPA: WHAT'S THE DIFFERENCE?

All Certified Public Accountants (CPAs) are accountants, but not all accountants are CPAs. CPAs are certified professionals who:

- Have met their state's higher education and work experience requirements
- Have passed the CPA Exam and are licensed by their state's board of accountancy
- Make 5%-15% higher salaries than their non-CPA counterparts (Source: Robert Half 2021 Salary Guide)
- Gain more respect and trust for their commitment to high ethical standards
- Have a competitive edge over non-CPAs applying for the same position
- Likely have more career options and advancement opportunities



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