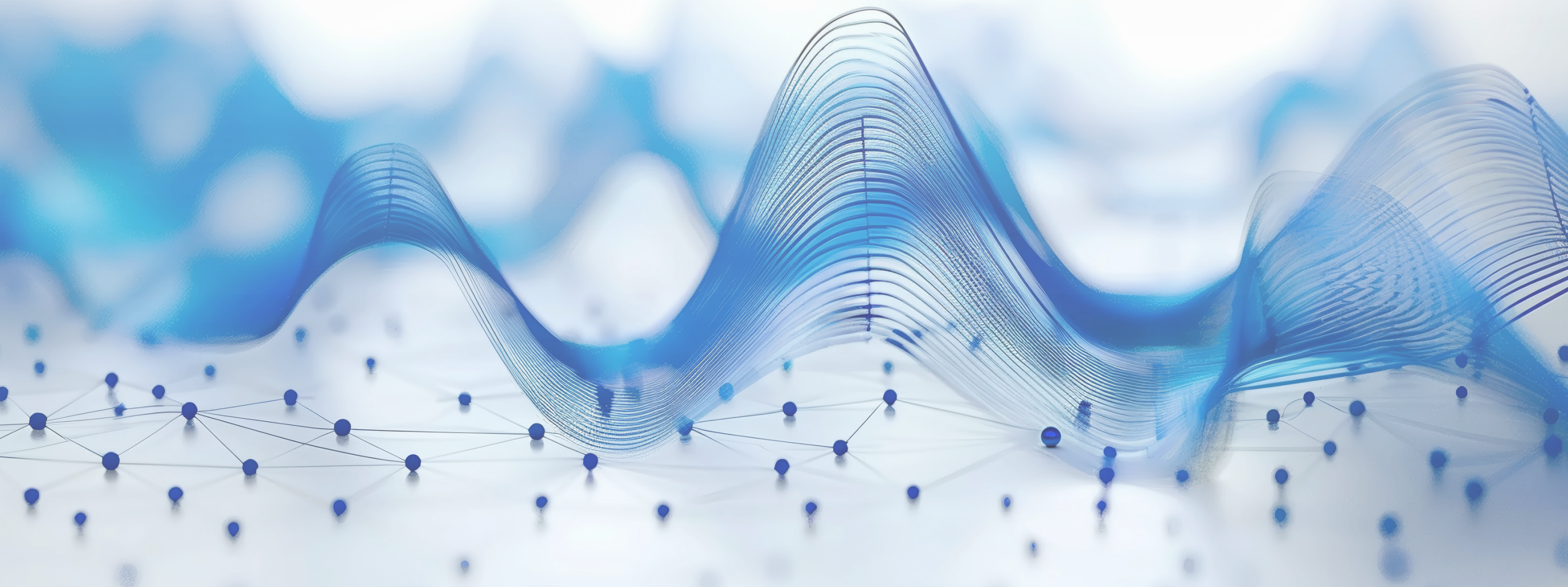


Modernize your pricing for the AI era



Avoid the **AI business model trap**

Adopting AI isn't just a technology shift—it's a business model wake-up call. As tools like Blue J dramatically reduce time spent on research and drafting, sticking with legacy billing structures can unintentionally erode your margins and underprice your expertise. To fully capture AI's value, forward-thinking firms are rethinking how they price, position, and deliver their services.

What you will learn:

- How to align pricing models with the speed and quality gains AI delivers.

Lucia Valenzuela

Chief Innovation Officer • James Moore

"One important challenge we addressed was aligning AI use with our billing model—its speed elevated value-based work, and for hourly projects, we successfully reset expectations to focus on reflecting true client value over time."

Reimagine how you price and deliver **value with AI**

Aligning pricing with AI-driven value

There are two common approaches firms are using to better align pricing with the efficiency gains AI delivers:

- 1. Value-based billing:** Move away from hourly billing and toward fixed-fee or outcome-based models where pricing reflects the insight, impact, or strategic judgment delivered—not just the time it took to produce it.
- 2. Passing through AI costs:** Similar to how firms apply “technology fees,” some firms are now passing through AI tool costs as a line item—particularly when the tool enhances speed, quality, and clarity in client deliverables.

What happens to the time you save?

Beyond pricing, another critical—but often under-discussed—consideration is: how will your firm redeploy the time AI frees up?

Firms that view AI as more than just a productivity boost are using those gains to elevate the type of work they deliver. Many are moving team capacity into higher-value advisory services, planning engagements, or proactive client communication.

Case study:

Larson Gross Advisors used Blue J to significantly reduce research time and shift focus toward strategic tax advising. This not only deepened client relationships—it helped redefine the firm’s role as a forward-thinking advisor, not just a technical resource. ([Read the full story here.](#))

Turn AI efficiency into strategic growth

AI isn't just about working faster—it's about working smarter, pricing better, and positioning your firm for long-term success. When you align your billing model with AI-driven outcomes and redeploy saved time into advisory and planning services, you elevate both your margins and your client impact.

Don't let outdated pricing hold your firm back. Treat AI as a catalyst; not just for productivity, but for redefining how you deliver and monetize value.

Ready to transform your tax research with GenAI?

Explore the CPA.com and Blue J Partner Program today—visit CPA.com/TaxAI.

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CPA.com brings innovative solutions to the accounting profession, either in partnership with leading providers or directly through its own development. The company has established itself as a thought leader on emerging technologies and as the trusted business advisor to practitioners in the United States, with a growing global focus. The company's core mission is to drive the transformation of practice areas, advance the technology ecosystem for the profession, and lead technology research and innovation efforts for practitioners. A subsidiary of the American Institute of CPAs, the company is also part of the Association of International Certified Professional Accountants, the world's most influential organization representing the profession.

About Blue J:

Founded in 2015, Blue J is the leading generative AI solution for tax research. Trusted by firms of all sizes, Blue J delivers fast, verifiable answers to complex tax questions, empowering professionals to provide exceptional client service. With its conversational interface and curated library of authoritative sources, Blue J is transforming how tax experts work.