



FOR IMMEDIATE RELEASE

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Caragher Becomes Certified Instructor of Fore LLC Advanced Pricing MethodsSM

OCTOBER 8, 2019 – Jean Caragher, president, Capstone Marketing is now a certified instructor of Fore LLC's Advanced Pricing MethodsSM (APMSM). APMSM was created by Fore LLC's president and worth-based pricing thought leader Michelle (Golden) River.

"Jean is a perfect fit to teach the worth-based pricing approach I've built and tested over the past decade," says River. "As an expert in positioning CPA firms for success and growth, Jean is keenly aware of our profession's evolution. The shift to price based on worth instead of the old charge-hour model requires a whole new skill set that Jean is teaching alongside me. In five years, more than 1300 CPAs and consultants have been through my APMSM courses and demand is on the rise. Jean joins me in fulfilling my dream to show CPAs how to communicate clear prices up front and be more confident in their worth."

"I am excited about adding Advanced Pricing MethodsSM instruction to Capstone Marketing's offerings," says Caragher. "Pricing is one of the four P's of marketing and requires communication skills, planning and empathy. Michelle has created a process for CPAs, including scoping and pricing techniques, that enables them to increase profitability, enhance the client experience, and build trust. I am honored to collaborate with Michelle on this important initiative for the accounting profession."

The fundamentals of Advanced Pricing MethodsSM will be presented in a joint Fore LLC - Capstone Marketing webinar:

Monday, October 21, 2019
2:00-2:50 p.m.

Accounting firm partners, managers, and marketers can register at

<http://go.capstonemarketing.com/apm-webinar>

Eligible for 1 CPE credit

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ABOUT US

At [Fore LLC](https://foreadvantage.com) (<https://foreadvantage.com>), Michelle (Golden) River, CPF is a growth and profitability strategist, and "worth-based pricing" expert. She provides education and implementation consulting to CPA firms committed to converting from a time-based billing

model to pricing their work in advance via her Advanced Pricing MethodsSM. Michelle is recognized industry-wide for her original ideas and success with practical implementation. Honors include Ten Most Powerful Women in Accounting and Top 100 Most Influential People in Accounting by *Accounting Today*; 25 Most Powerful Women in Accounting and Top 25 Thought Leaders in Public Accounting by *CPA Practice Advisor*; and, Association for Accounting Marketing Hall of Fame.

At [Capstone Marketing](https://capstonemarketing.com) (<https://capstonemarketing.com>), Jean Caragher gets things done. With over 30 years of experience working solely with CPAs, Jean knows the challenges and opportunities firms face today. Her experience and knowledge, combined with her practical approach, help growth-focused CPA firms attract the best clients and talent. A well-respected industry specialist, Jean is an inaugural AAM Hall of Fame inductee, a multiple AAM-MAA award winner, and a *CPA Practice Advisor* Thought Leader. She has twice been named one of *Accounting Today's* 100 Most Influential People in Accounting.