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Feb. 18, 2009

Accounting professionals

and their clients now have more ways to save money and save time through a new program by Intuit Inc. (Nasdaq: INTU). Through its Power to Get More Done initiative,

Intuit is offering significant savings on several of its productivity products and services, \$100,000 in stimulus grants for accounting and tax firms, and new training tools to help firms increase productivity and generate growth.

“The accounting and tax profession is not insulated from the economy. It’s imperative that practitioners operate at peak levels of efficiency to meet the needs of their clients and to grow their own practices,” said Jill Ward, senior vice president and general manager of the Intuit Accounting Professionals Division. “As the leader in providing time-saving tools to accounting professionals and their clients, we are doing everything possible to ensure they are able to meet this challenge head on.”

### **Saving Accounting Professionals Time and Money**

To help accounting professionals save time and money as they collaborate with their clients, Intuit is offering discounts on a bundle of QuickBooks® Premier Accountant 2009 and QuickBooks Pro 2009 products. With the new Client Data Review feature in QuickBooks Premier Accountant 2009, accounting professionals save time by quickly troubleshooting client errors, which saves hours in month- and year-end closings.

“Thank you for the ‘troubleshoot account balances tool’ in QuickBooks Accountant Edition 2009. You’re my hero for that feature.

I just did a business tax return, and it probably dropped an hour off of the

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For accounting professionals looking to start new firms and grow existing practices, Intuit is awarding grants of \$10,000 – plus up to \$10,000 in free products and services – to 10 deserving firms, giving them a boost to hire and invest in their businesses and thus get more done.

Accounting professionals can download the entry form at the above website and prepare a brief, high-level business plan that explains how they will use the money to stimulate growth. Entries are due by 9:30 p.m. Pacific time on April 30. Judges include a panel of Intuit and accounting profession executives, with winners chosen each month from May through July.

### **New Training to Help Accounting Professionals Increase Productivity**

Accounting professionals can save time and money with the latest practice tips and techniques through Intuit Academy podcasts. This free podcast series, with new installments available every two weeks, trains accounting professionals to increase productivity through the use of Intuit offerings and provides a great way to learn best practices from Intuit experts and their fellow practitioners.

For example, attendees at the Intuit 2008 Lacerte Tax Software Update course reported that, due to the training, they saved 30 hours on complex business returns and 54 hours on individual returns during the tax season, based on a customer study conducted by Intuit in July 2008.

### **Saving Clients Time and Money**

Nearly 70 percent of accountants who recommend QuickBooks recommend it as a way for small businesses to run their businesses more efficiently, according to a recent survey by International Communications Research, on behalf of Intuit.

Now, accounting professionals can help clients save time and money by passing along free software and more than \$2,000 in savings on select Intuit financial

and business management products and services to their clients. Special offers

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and mid-market offerings for established clients: Substantial discounts on QuickBooks Pro 2009, QuickBooks Enhanced Payroll, QuickBooks Assisted Payroll, QuickBooks Merchant Services, and QuickBooks Enterprise Solutions are offered throughout tax season.

“For my clients and my firm, it’s critical to cut expenses and maintain productivity,” said Dawn Brolin of Premier Business Services, P.C., in East Lyme, Conn. “These discounts and offerings provide the kind of support we need in a tough economy and will allow me to continue to provide first-rate help to my clients.”

Brad Smith, president and chief executive officer of Intuit, said, “It is our time to further help out and make an added difference. For the past two decades, we have supported small businesses – the backbone of our economy – and the accounting professionals who are of paramount importance to the success of businesses. We are in a unique position to help accountants increase productivity, offer some of our best-selling software solutions for free, and provide stimulus grants for the accounting profession.”

The Power to Get More Done initiative is just one example of Intuit’s company-wide focus on helping its customers save and make money. While this benefit is particularly relevant in today’s environment, it has and always will be Intuit’s hallmark as it continues to deliver innovative products and services for its customers.

Technology

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