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compliance content, educational resources and tools to CPAs, professional accountants and advisory services professionals.

Mar. 27, 2012

[Avalara](#), provider of automated sales and use tax compliance solutions, has announced a new initiative to help educate and assist accounting professionals with their clients' sales and use tax automation needs. [The Accounting and Advisory Services Program](#) will provide sales and use tax compliance content, educational resources and tools to CPAs, professional accountants and advisory services professionals.

Pascal Van Dooren, Executive Vice President, Sales and Marketing at Avalara believes this new program will emphasize Avalara's focus and commitment to the accounting profession, particularly to those professionals who desire resources to assist their clients with sales tax compliance and management issues.

"As a pure, 100 percent channel-focused company, Avalara is truly pleased to continue creating new programs and offering relevant, valuable resources to serve all levels of the accounting profession, and by extension their valued clients," said Dooren.

"Our industry data has demonstrated that being proactive, systematic, and judicious in improving sales and use tax management pays greater dividends than being reactive to audit situations – and this message is now resonating with accounting professionals helping their clients face sales tax challenges," said William Jan, Senior Research Analyst at Aberdeen Group. "Solution providers offering a nice mix of aggregated sales tax resources and streamlined access to robust, cloud-based sales tax automation can help address cost and adoption concerns among their clients. Domain expertise remains critical in this compliance initiative, thus providing

accounting professionals with the right resources to help their clients in overcoming

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Referral Partners – The referral program allows accountants to recommend Avalara's sales and use tax services in efforts to meet clients' sales tax automation needs. Avalara works closely with referral partners to aiming to meet client's automation requirements and the firm's business objectives.

Pro Partners – Pro Partners are a part of a strategic and business level partnership that supports firms as they expand their sales and use tax services through the use of Avalara's products.

“Avalara's new program demonstrates that they've spent a good deal of time figuring out what accounting professionals need, and how they want to engage, when it comes to sales and use tax compliance and automation issues,” said James Bourke, CPA.CITP, Partner at WithumSmith+Brown, PC, member of the AICPA Board of Directors and 2012 CPAPA Thought Leader. “Their Accountants Resource Center will be especially useful for tax and accounting professionals and their clients, as it offers an impressive array of content and hands-on tools that I've not previously seen aggregated in a single location.”

Advisory

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