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SAN FRANCISCO – Online accounting software maker [Xero](#) has announced a new conversion service for QuickBooks users that gives them a free way to convert QuickBooks data directly into the Xero cloud accounting solution. The service makes it easier for many small businesses and accounting professionals to try the program, which received 5-stars in the latest review by *CPA Practice Advisor*.

A service long in demand, Xero's QuickBooks Conversion platform helps businesses solve the hurdle of migrating data. The service will be demonstrated nationally during an upcoming roadshow, beginning October 21 in Baltimore and spanning 20 cities over the next month. For more details on when Xero will be in your town, visit [www.xero.com/us/roadshow](http://www.xero.com/us/roadshow).

"Any small business accountant will tell you that converting accounting platforms can be a nightmare. For years, my clients have felt trapped in their current solutions," said Blake Oliver, CEO, Cloudsourced Accounting. "With Xero's QuickBooks Conversion, [clients can] now move at breakneck speed and by migrating QuickBooks data into Xero's cloud-based accounting software, we can now access and understand their full financial data whenever and wherever."

Xero's QuickBooks Conversion Service is an industry first. According to a recent [Forbes article](#), "No one's figured out migration ... none of these vendors have really come up with a seamless way to migrate data from your old system...". Xero claims to have cracked this code, as the conversion transfers nearly every component of a small business' financial landscape directly into the Xero platform, including chart of accounts, contacts, inventory items and transaction history such as invoices, payments and more.

“We created our QuickBooks Conversion Service in response to strong industry

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