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Sales tax automation provider [Avalara](#) and The Leading Edge Alliance (LEA) have formed a new strategic alliance, the companies announced on Thursday.

[LEA Global](#) is an organization that includes more than 200 of the leading accounting firms from around the world, including 17 of the top 100 firms in the US. It is the second largest association of independent accounting firms around the globe, serving clients from 586 offices, in over 100 countries.

This new alliance will enable Leading Edge member firms to access Avalara's online Accountants Resource Center, giving them up-to-date sales and use tax (SUT) and value added tax (VAT) information, and related resources, to better meet firm clients' needs. In addition, LEA member firms will be able to take advantage of Avalara partnering programs specifically designed to help market-leading accounting firms expand and differentiate their services.

“Correctly and efficiently automating sales and use tax is an attractive proposition for any firm,” said Karen Kehl-Rose, President at LEA. “Our new alliance with Avalara should be a tremendous benefit to our member firms and their clients. We are happy to provide our member firms with access to Avalara's experience and partnering programs, which is just one more way that LEA can contribute to our member firms' growth.”

Ray Bigley, VP of Business Development for Avalara's accountants program, points out that forming the strategic relationship with LEA Global is part of an ongoing effort to create greater awareness and closer working relationships with accounting firms across the U.S., and globally: “LEA Global is a major player in the international

accounting association community, and we are very pleased to begin this exciting

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