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## With Cloud Accountants

The CountingWorks service helps small businesses around the country find information, guidance and services from a network of more than 240,000 accountants, CPAs, bookkeepers, virtual CFOs and more.

Jul. 19, 2018



ClientWhys, Inc., a provider of marketing automation software and marketplaces for cloud accounting and tax industries, has launched the new CountingWorks small business accounting marketplace.

The CountingWorks service helps small businesses around the country find

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system. Small businesses visit the CountingWorks.com site and provide information on their business and its needs. The CountingWorks MatchMe algorithm then matches each business with top cloud accounting professionals based on factors such as geography, services needed, industry niches and more.

In addition to the MatchMe service, small businesses may also search the CountingWorks.com site to find professionals on their own. Users can review features like verified client reviews, CountingWorks Verified badges (indicating successful completion of a background check), blog articles by the professionals, links to the professionals' websites and more.

“Despite of all the hype we hear about robots, our research shows that most small business owners still prefer the personalized service provided by trusted accounting professionals,” said Lee Reams II, CEO of ClientWhys. “Our new CountingWorks marketplace makes it very easy for small businesses to get matched with highly-rated accounting professionals.”

CountingWorks and TaxBuzz blogs also provide end users with timely and accurate tax and accounting resources and articles written by member professionals and industry experts.

“I have been on the TaxBuzz marketplace for nearly three years and my practice has benefited from being able to offer tax information and assistance to taxpayers,” said Peter Flournoy, CPA, a professional member of both marketplaces. “I have received more than 150 MatchMe connections with prospective clients and this has resulted in a significant increase in my client base. I look forward to being able to offer my accounting and tax services to small businesses through CountingWorks.”

Accounting professionals who wish to be added to the CountingWorks network may visit: <https://www.countingworks.com/list-business>

At CountingWorks.com, it is free for professionals to claim their profile, add their

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\$299/year (normally \$598/year).

For more information on CountingWorks and TaxBuzz marketplace memberships, as well as the CountingWorks Pro marketing automation system, professionals may visit:

<https://www.taxbuzz.com/products>

<https://www.countingworkspro.com/marketing-packages.php>

Along with this announcement, ClientWhys has also begun to transition the branding of its accountant marketing automation software and services from the ClientWhys brand to “CountingWorks Pro.” Accounting and tax professionals who want to learn more about the CountingWorks Pro marketing automation services, previously under the ClientWhys brand, may visit CountingWorksPro.com.

CountingWorks and TaxBuzz, services from ClientWhys, Inc., connect small businesses and taxpayers with top-rated accounting and tax professionals around the United States. With more than 600,000 professionals in the networks and more than 300,000 connections made, the CountingWorks and TaxBuzz marketplaces are the easy and fast way for small business owners and individual taxpayers to find five-star professionals. With the company's proprietary MatchMe algorithms, these marketplaces match users to pros based on factors such as the types of services needed, geography, and the industries and specialties of the small business.

Accounting

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