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## RootWorks ... Super-charged!

RootWorks launched in 2008 with a primary focus on providing small accounting firms with a single, expert source for technology, best practices, and branding and communications support. Within the last year, we have super-charged RootWorks by recalibrating our service model to offer broad membership options. Depending on the membership level, our customers have all-access rights to RootWorks, many helpful resources and access to our complete line of creative services.

*At RootWorks, we strive to keep members engaged and on track to achieve Next Generation status*

## Consider our offerings

**Leadership Community** — Communities represent the first step to reaching Next Generation status. Members are introduced to the basic elements of a next-gen firm and learn from expert presenters and peer discussions and roundtables.

**RootWorks Online** — Members stay connected to Next Generation thinking with this all-inclusive resource, complete with timely articles, video training, how-to libraries, and opportunities for peer-to-peer learning in a virtual setting. Members also gain access to industry leaders and others who specialize in supporting the tax and accounting profession.

**Full Branding** — Customers can completely re-brand their firm with a personalized and professional website, logo and collateral set. RootWorks' team of experts ensures that a firm's client communications are consistent across the board and clearly represent a professional image.

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Technology

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