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# AccountantsWorld, LLC — Accountants Office Online

[www.accountantsoffice.com](http://www.accountantsoffice.com)

Dec. 01, 2008

From the December 2005 [Review Website Solutions for Accountants](#)

AccountantsWorld has built its entire business model around the concept of accounting firm web sites serving as the foundation of online client services and collaboration. As a result, you will find that the Accountant's Office Online offering provides a comprehensive solution that includes many optional accountant-centric online applications. The following are some sample firm user sites: [www.harmonyaccounting.com](http://www.harmonyaccounting.com), [www.drmarshaheinkecpa.com](http://www.drmarshaheinkecpa.com), [www.abs1040.com](http://www.abs1040.com), [www.tinamattiscpa.com](http://www.tinamattiscpa.com), and [www.dennysilvacpa.com](http://www.dennysilvacpa.com).

## Design Theme – 4 Stars

AccountantsWorld has continuously worked on expanding and enhancing its supply of design templates to draw upon. These templates come standard with nine pages of content, and you can expand the site design to have up to six additional customizable pages.

## Content – 4 Stars

The service includes dozens of ready to publish client newsletters that are automatically updated w/built-in broadcast e-mails for mass distribution to

clients. Over 30 financial calculators are part of the site template, and an online tax organizer is also available.

### **Site Maintenance – 5 Stars**

AccountantsWorld claims your site can be created in less than five minutes and be fully customized within an hour. You can easily choose the optional features/content

you want to activate for your site, or you can opt in to its Premier Website Services and have AccountantsWorld create a customized web site for you at a nominal hourly fee.

### **Utility Software/Applications – 5 Stars**

AccountantsWorld offers a comprehensive set of online applications that integrate with the web site, including the following:

- E-mail with up to 10 mailboxes and 100MB of storage included in the base price.
- CyberCabinet file sharing tool that allows you and your clients to store and share password-protected files, including QuickBooks, Word, Excel, etc.
- Accountant-Centric online payroll — Payroll Relief AC, a full-service online payroll center.
- Accountant's Relief online client accounting system Sales Tax Online for remote preparation of sales tax returns via the web.
- Cost Basis Solver (CBS), which instantly calculates the cost basis of securities necessary to complete Schedules B and D.
- Time2Money online time and billing module.
- Fixed Assets Relief, an online tool for documenting fixed asset depreciation records.
- PFP Relief, a comprehensive tool for creating an individual's financial profile and analyzing alternative financial planning strategies.

### **Site Marketing – 4 Stars**

Your site will be promoted on every major search engine including Google, MSN, Yahoo! and AOL through a listing on the AccountantsWorld Online Directory of Accounting Firms. This directory was accessed by over 500,000 users last year.

The site offers a visitor's log that tracks the number of visitors to your site, and the domain name is unique to your firm.

### **Vendor Service & Support – 5 Stars**

Unlimited toll-free technical support is provided. In addition, a full suite

of practice development consulting services is available. Your site is maintained in a secure, off-site data center that boasts redundant power, flood and fire protection, and a fully redundant 10MB data pipeline.

### **Pricing/Value – 5 Stars**

There are no setup costs, and the basic recurring cost is \$695 per year. This includes up to 40 hours of self-study CPE. The online applications are available for an additional fee. At less than \$60 per month, this service is an excellent value.

### **Summary**

AccountantsWorld offers a very comprehensive solution that is designed to meet the needs and budget of sole practitioners and small firms. The web site service can be classified into two sections: the public access area that everyone can view (firm promotion) and the secured client access section (online client service center). Upon reviewing actual sites of firms using Accountant's Office Online, I would characterize the site design service as offering a nice balance between the benefits of a structured and easy-to-setup site and overall flexibility that allows you to portray the unique image of your practice. Add to that the depth of online applications available and you have the ingredients for a full-service virtual office (web site).

### **2005 Overall Rating – 4.5 Stars**

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