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### *Builders for Accountants*

More than a website builder, ProSystem *fx* Site Builder from CCH is designed to enhance your professional presence on the web, offering your clients up-to-date information and the necessary financial tools for their personal or professional use.

ProSystem *fx* Site Builder uses a 12-step setup process that simplifies the website creation process. Simply select the template from a variety of styles and colors that best suits your firm's needs. All selections can be previewed prior to launch of the site. Once you choose a style, you can easily change it if you wish. User domains are unique, File Share to exchange any type of file with clients is included in the core package, and e-mail is available as an extra option.

ProSystem *fx* Site Builder provides for a maximum number of 10 pages and offers numerous default pages that can be utilized as is or customized to suit your needs. Default pages include the Welcome Page (where you can enter a personalized greeting to all new and current clients), the Firm Profile Page (where you can enter detailed information about your firm's philosophy along with key employee profiles), and the Client Services Page (where you can display the services that you currently offer). The Info Center Page provides clients with easy access to items such as downloadable tax forms and relevant publications, along with an events calendar.

The Newsletter Page features professionally written articles that change automatically every month, thus providing an excellent reason for people to return to your

website on a regular basis. You can also add custom articles for immediate client

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CCH is a well known name in financial circles, and being able to provide your clients with access to up-to-date information is one of the major benefits of building your firm's website using ProSystem *fx* Site Builder.

You can choose from various types of content such as CCH Premium Content, which provides your clients with access to timely news briefs. Tax Alerts provide your clients with the latest federal and state tax updates, and content can be customized for any state. CCH also provides optional eContent add-ons that offer more extensive content. The Calculators offer your clients the ability to perform basic financial calculations and look to you for answers to more complex questions.

Optional add-on products such as the CCH Tax Guide, the Business Owner's Toolkit, The Financial Planning Toolkit and the Client Life-Cycle Reading Rack increases the amount of content and tools that you can provide your clients.

ProSystem *fx* Site Builder websites are professional in appearance and give the impression of a custom-designed website, with custom logos and other images throughout. ProSystem *fx* Site Builder is currently available for \$1,245 for the first year and renewable at \$950 annually. Though a little higher priced than some of the other site builders featured here, the quality and availability of the content allows you to create a website that can provide your current clients with the tools they need, while allowing you to offer a wide variety of options to potential clients, as well. Numerous add-ons are available for additional costs, such as a deluxe graphics package (\$650), a splash page (\$135), additional storage for file sharing (\$105 for 100MB), and more.

- **Product introduced:** 1997 (under

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