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*From the Dec. 2008 Feature on [Web Builders for Accountants](#)*

AFSB Accounting and Financial Site Builder was introduced in 1999. Offering unlimited web pages and continuous product updates, AFSB's latest enhancements were added in September of 2008. These most recent updates include the addition of new templates that use CSS technology, the ability to use Flash technology on their web pages, the addition of a secure client portal, enhanced newsletter graphics and extensive newsletter archives, the ability to accept online client payments, additional financial calculators for clients to utilize (more than 50 available), a customizable events calendar and a contact page that provides a map to your office. You'll also be able to set up a "Members Only" area, where clients can easily access special offers and client-specific information.

AFSB offers unlimited pages you can create for your website, and has also added a standard forms area, so that clients can access and download various forms for their use. The Client Form Builder is another handy feature, where clients can create custom forms for clients to use. You can now rename and sort navigation buttons to fit with your company's needs, and the enhanced WYSIWYG editor makes customizing and updating your website easier than ever. AFSB currently uses a sub-domain process for instant website creation, but users have the option of creating their own domain, if desired.

AFSB now includes the cost of domain service in its monthly subscription fee. Five free e-mail POP accounts or e-mail re-directs of your current e-mail accounts are included with your monthly service fee.

In addition to unlimited custom pages, the following standard pages are included with AFSB: Home Page, Financial Tools, About Us, Contact Us, Links, Newsletter,

Firm Profile and Services. The Web Site Wizard will help you set up and edit

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Backups and disaster recovery technology are in place in case of disasters.

AFSB offers a good but basic selection of templates that you can utilize when setting up your website. You can also customize your color preferences and specific layouts so that your website isn't simply a 'cookie-cutter' site, but one that you designed. AFSB is affordably priced, starting at \$25.99 monthly, or \$239 for an annual subscription. Additional services such as domain transfers, search engine registration or digital brochures are additional, and are billed as one-time fees. AFSB charges no setup fees.

AFSB's website offers you the option of setting up a no-obligation website that you can utilize for 30 days. This offer gives you the opportunity to access the website building tools and view the finished product before you purchase the subscription. That option alone makes AFSB a product to consider.

#### BY THE NUMBERS

- **Product introduced:** 1999
  - **Maximum number of pages:**  
Unlimited
  - **Average number of pages across all firms:** 9
- Sample Websites of firms using AFSB:**
- [www.jacquebernardcpa.com](http://www.jacquebernardcpa.com)
  - [www.cooperassociatesac.com](http://www.cooperassociatesac.com)
  - [www.vansickleco.com](http://www.vansickleco.com)

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