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accounting firms

Nov. 17, 2009

MADISON, CT — Build Your Firm, a full-service marketing and website development company for accounting firms, announced today the expansion of their directory-based

website, AccountingMatch.com, into nine new markets. The website is a content-based

website for small business owners seeking information on accounting, tax, and small business management issues. AccountingMatch.com is now available in Dallas,

Houston, Los Angeles, Orange County, Miami, Baltimore, Philadelphia, New Jersey, Atlanta, and Chicago.

“We designed the AccountingMatch website to be a valuable resource for small business owners that want to remain compliant with tax law changes and capitalize on tax incentives,” stated Hugh Duffy, Chief Marketing Officer for Build Your Firm. “In researching the marketplace, we learned that small business owners want something more than just a directory of accounting firms that is nothing more than an electronic telephone book. As a result, AccountingMatch.com

was developed to ensure that visitors have access to relevant and timely information in a single location—including helpful articles, financial tools, and a directory of accounting professionals.”

AccountingMatch.com provides a rotating library of current articles on such topics as tax tips and estate planning; helpful financial tools such as tax due date reminders, a refund tracker, and retirement planning calculators; and

an easy to use Getting Started menu that guides users on how to select, meet,

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information

to make an informed decision when selecting an accounting firm. It also ensures qualified prospects for firms.

AccountingMatch.com was launched in June 2009 in Chicago.

About Build Your Firm

Established in 2003, Build Your Firm is dedicated to the tax and accounting profession. Build Your Firm works with accounting professionals all over the United States to help them learn how to market, price, and sell their services. The firm's proven accounting marketing system helps accountants acquire business clients with ease, operate at higher hourly realization rates and profit margins, and achieve true work-life balance. For more information on Build Your Firm, visit BuildYourFirm.com.

Technology

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