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Randy Johnston • Mar. 03, 2012



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programs represent simply a “free account” for the accountant, while others offer thousands of dollars of savings, special support queues, product training, and other benefits. For a complete listing, you can visit our resource at www.cpafirmsoftware.com/cpaprograms.html. To name a few of the alternatives in the market, consider:

- [Avalara Accountant Advantage Program](#)
- [Bill.com Accountant Program](#)
- [Concur Advisor Program](#)
- [FreshBooks BeanCounters United Program](#)
- [Intacct Partner Program](#)
- [QuickBooks ProAdvisor Program](#) – Call 888.250.7279 and use Discount Code: C87403
- [Results Partner Program](#)
- [Sage Accountants Network](#)
- [SAP CPA Advisor Program](#)
- [SmartVault Affiliate Program](#)

A good rule to follow is to always join a vendor's accountant program if you use their product. The programs listed above are all good in their own right, and represent publishers of products that are worth adding to your strategy if you do not have a relationship with them today.

Benefits in most programs include:

- Use of their software for free or at reduced rates
- Access to special support lines that are usually not available to non-members
- Access to training, often for CPE credit
- Discounts on software that can be passed on to clients or used for extra margin
- Installation and support services

- Participation in the publisher's national conference

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collaborative products include: Bill.com, FreshBooks, Intacct, and SmartVault. There are other products that have client interaction as well such as AccountantsWorld PowerPractice, Paychex SurePayroll or Xero.

Vendors who have created these programs frequently update or modify their programs to add benefits, and rarely take benefits away. Certainly a winner in the benefit improvements category is Sage Software who has been adding more and more useful features to their program. Upper management had a recent discussion with me about what could and should be added to the program. You can expect Sage to add additional features in their accountants program based on their philosophy, strategy and respect for accounting professionals in public practice. The company is going to extraordinary efforts to improve their program and how they work with accountants. Read more for yourself at <http://www.sageaccountantsnetwork.com/>.

Another example of commitment to accountants is shown in the Concur Advisor Program at <http://www.concur.com/en-us/concur-advisor>. Concur includes their expense management solution for up to two users, four hours of free online CPE courses, unlimited support, and discounts for your clients. Most accountant programs are designed to improve client service, and this program is no exception. The reason we recommend most programs, though, are the benefits your firm can deliver to clients. For example with Concur, the client benefits include reduced time spent on expense reports, better tracking of employee spending, and reduced fraud risk.

A program that can help you grow your own practice by automating and controlling business development as well as growing your clients' businesses is the Results Partner Program. You can see details on this program at: http://www.results-software.com/Partner_Resources/Partners/. This software publisher has a Customer Relationship Management (CRM) product that integrates into Microsoft Outlook,

QuickBooks, SmartVault, and Constant Contact. They provide installation services to

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During 2012 you will see new programs introduced by even more publishers. The programs that will be introduced include products that you should use in your practice, and that you would pay for if they were not available in an accountant's program. Expect most of these announcements between April 15 and June 30, 2012. Consider and enroll in accountant programs that fit your strategy and needs.

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