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RootWorks LLC, the premier membership-based education organization for professional accountants, has launched a new and highly improved website. On the public-facing side, the site offers a multi-author blog feed, engaging client success stories, and the ability to download educational white papers directly from the home page.

The website also offers member-only content, including a Resource Center that includes RootWorks' comprehensive library of detailed process docs, how-to guides, educational webinars, and much more. All content within the site provides accounting professionals with timely, accurate information to support their transformation into a **Next Generation Accounting Firm** and help them stay ahead of trends.

"We consistently tell our members that their website is the new front door to their firm...the primary place where they should be doing business with clients," said RootWorks CEO Darren Root. "Striving to always lead by example, we invested much time and effort into upgrading our website to offer relevant information to our members first, and also to site visitors. Our website was developed to consistently draw our members back again and again."

In revamping the website, the RootWorks team's core focus was to significantly augment the client Resource Center, so members have access to all the tools and resources needed during their transition to next-generation status.

"We focused on developing helpful content for our **membership**, and spent a lot of time creating detailed white papers on such topics as the core elements of a Next Generation Accounting Firm and how to build a better client accounting model," said Kristy Short, RootWorks' chief marketing and communications officer. "We also

enhanced the site significantly for our members, adding step-by-step how-to guides,

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