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Services as its Diamond or lead sponsor.

**Taija Sparkman** • Feb. 05, 2013

**BMRG Group Advisory Program**, provider of education and advisory services for CPA and technology consulting firms, today announced it has selected **Insperty Financial Services** as its Diamond or lead sponsor. BMRG GAP was founded by Jennifer Katrulya, CPA.CITP, CGMA, President and CEO.

As a lead sponsor, Insperty, provider of financial management products and services, will work with BMRG GAP members through a series of educational tools and resources and one-on-one communications. The sponsorship is designed to help member firms increase their clients' employee engagement and business performance.

"Our main challenge will be to help GAP members listen to their clients for the kind of information or triggers they'll need to hear in order to refer Insperty as a provider of viable human resources solutions, and also to think of Insperty as GAP members work to help clients improve their bottom line," said Heath Butler, managing director of adjacent business development for Insperty. "Insperty also offers a number of stand-alone solutions that save clients time and money."

Insperty offers several solutions that help businesses improve efficiency and revenue while growing business. The web-based solution, Insperty Reveal, automatically syncs with QuickBooks, making it easier for businesses to analyze financial information. The solution evaluates transactions and offers suggestions, helping business owners make better financial decisions.

"We are thrilled to have Insperty as our lead sponsor because we feel CPAs and accountants have not been made aware that these kinds of solutions exist – and if

they are not aware of them, then they cannot provide full-service guidance and

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