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FIRM MANAGEMENT

Website Provides Enhanced Resources and Advanced Education Options for Accounting Professionals

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Rootworks' new website provides accounting firm leaders and professionals with free webinars focused on practice management; a complimentary Next Generation Accounting Firm guide; the free RootWorks Grow mobile app to help firms follow RootWorks' proven pathway to becoming a Next Generation Accounting Firm; access to the RootWorks blog and news center; and the option to purchase the RootWorks Planner™. Also available is the collection of books authored and co-authored by RootWorks' CEO, Darren Root, including *The E-Myth Accountant* and the two most recently published books: *YOUTILITY for Accountants* (Feb. 2014) and *The Intentional Accountant* (May 2014).

In addition to the professional resources described above, the website also provides elevated online services and resources to its member firms including the following:

- A continually updated members-only Resource Center, providing hundreds of exclusive marketing tools and continuing education resources.
- RW Connect (RootWorks Member Forum)—supporting an online community where RootWorks members share ideas and insights and ask questions, as well as interact with the RootWorks team to address firm-specific and industry-wide issues.
- An online catalog and registration for RootWorks professional continuing education sessions and conferences at the new RootWorks [Learning Center](#), located in Indianapolis, Indiana.

“We are excited to launch our advanced new website, enhancing the information and education we offer to our members and the accounting profession as a whole,” said Darren Root. “The new rootworks.com makes the pathway to Next Generation Accounting Firm ownership more accessible to accountants who wish to make the transition from technician to entrepreneur. It also gives our existing RootWorks members the ability to move more quickly along The Intentional Accountant Continuum™ through enhanced education and resources, along with the ability to easily connect with peers who share common goals.”

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