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and return filings compliance solution within the familiar QBO interface. It's cloud-based and always up to date, ensuring that sales tax rate, rule and boundary ...

Sep. 15, 2015

Sales tax automation provider [Avalara](#) Inc., has partnered with Intuit, the maker of QuickBooks, to offer a benefits program exclusively for U.S. QuickBooks ProAdvisors and their valued QuickBooks Online (QBO) clients. The new program includes access to Avalara's fully-integrated sales tax compliance solution for QBO, referral incentives and tools to market the value of tax compliance services.

"QBO makes life easier for small businesses that would otherwise struggle with tasks like creating invoices, paying bills, and tracking expenses," said Marshal Kushniruk, EVP of Global Business Development at Avalara. "And starting today, sales tax compliance can be added to that list with these exclusive new benefits that give ProAdvisors not only a new range of compliance solutions to offer to their QBO clients, but also new opportunities to differentiate and grow their practices."

The exclusive benefits available to ProAdvisors include:

- 6-month free trial of the Avalara Sales Tax Compliance App for QBO for ProAdvisors' QBO clients
- Not-For-Resale copy of AvaTax for QBO, Avalara's leading solution that provides real-time access to the most current rates and taxability rules
- AvaBucks, a special \$75 per referral incentive program for ProAdvisors who refer their clients to Avalara
- Access to Avalara's Marketing Center, which includes sales tax-specific templates and rich content to use in outreach with prospective and existing clients

Avalara is commemorating the launch of this program with Intuit by offering

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The task of determining correct sales tax rates, understanding which items are taxable and other associated rules is difficult under the best of circumstances. As small businesses expand into new areas, such as adding an online sales component, the complexity multiplies significantly. ProAdvisors can now take the lead in advising QBO clients on sales tax compliance automation.

“Today’s announcement with Avalara further delivers on our promise to help ProAdvisors better serve their clients and provide new opportunities that promote the growth of their practices,” said Luis Sanchez, leader of the global QuickBooks ProAdvisor Program. “The integration between QBO and Avalara helps ProAdvisors add compliance automation services to their overall toolkit and client offerings, thereby enhancing their role as a strategic advisor to small businesses.”

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