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Business accounting and management technology provider [Sage](#) has announced two new solutions, Sage Value and Sage Match, that help accounting professionals grow their businesses and better service clients in real time.

In the [2014 Sage Accountancy Index](#), Sage found that 60 percent of accountants in the U.S. were driven to grow their firms in 2015. Thirty-seven percent were planning to do so by increasing customer loyalty, 30 percent through pricing changes, and 22 percent through expanding their product/service portfolio.

Accounting professionals are increasingly finding their services to be commoditized, leading to reduced revenues and profits. Accountants understand the importance of altering their pricing model to one that sets prices based on the value the client is

receiving versus billing by the hour. The challenge is implementation, as there is

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of their hands.

A firm that shifts its pricing model and expands the products and services offered will likely see an increase in client retention and revenue. One additional piece of the growth puzzle that many accounting professionals continue to be challenged with is acquiring new clients. The 2<sup>nd</sup> Annual Accounting Firm Operations and Technology survey found that attracting new clients was ranked as the leading practice management challenge accounting firms face.

[Sage Match](#), now available in the U.S., Canada and the UK, is a cloud solution that connects accounting professionals with the businesses that need them. Business owners are able to search for accounting professionals based on their business focus, goals, location and desired expertise to ensure they find the accounting professional that's right for them, all through a convenient dashboard.

“The firm that wants to grow must prepare for the future, and the future of the profession is changing,” said Jennifer Warawa, Sage global vice president of product marketing for accountants. “Those that embrace change, including adopting technology that helps expand services and value provided to clients, will have a competitive advantage over those that avoid change. Sage is excited to launch Sage Value and Sage Match at SleeterCon 2015, two solutions that will help accounting professionals grow and better serve new and existing clients.”

Sage Value and Sage Match are both accessible through [Sage Impact](#), the customizable online hub that brings together everything an accounting professional needs to run his or her business. Sage Impact, Sage Value and Sage Match are available at no cost to accounting professionals.

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