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We asked members of the CPA Practice Advisor audience and family to share some of ...

Eva Rosenberg • Oct. 18, 2016



Who doesn't want to be better organized? With today's apps, there are lots of opportunities available to organize various aspects of your business and personal life. We asked members of the *CPA Practice Advisor* audience and family to share some of their favorite retail apps and this is what we learned.

Kelly Grace, tax partner at Eide Bailly, told us, "I use **Zappos** all the time. Once you are a VIP, they offer free next day delivery. And, there is always free returns!"

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Michael Tomkins of CPA Technology Group uses **VarageSale** to buy and sell items locally. "My wife uses it all the time for buying kids clothes/toys, although I'm sure there's a lot more on there. She'll buy things in good condition at times for 10% of retail. Just the other day, she bought a nice kids' Ralph Lauren tee for \$3! If someone rips you off, you can report them and they'll be banned from participating anymore."

Twilio is the app recommended by **Chris Ragain**, founder and CEO at Tax Planner Pro. "This app allows you to send a quick text message to a customer right after a purchase. For instance, to thank a customer for their purchase or offer a companion product to them. It allows you to monetize a cell phone number or email address right away."

"One of my Favorite retail apps is **RedLaser**," said **Caleb Jenkins** of RLJ Financial Services. "I have used the app lots of times to find items locally and I have used the barcode reader in the app to compare prices with online and offline retailers. I also love the ability to save items for later which is great if you think you might want something in the future."

"Target rolled out a new app, **Cartwheel**, that provides additional discounts while you are shopping," said **Sarah Johnson Dobek**, president of CPAsNET.com. "I also like **Curbside** (even though it's not in Denver yet). It lets you shop local stores for pickup. You order and it's ready when you arrive. It can save you tons of time!"

Jordan Miller of CliftonLarsonAllen uses the **Ibotta** app. "It allows you to earn cash on everyday purchases primarily at your grocery store, but also at pharmacies, restaurants, and retail stores."

"I recommend an app called **RetailMeNot**, which allows me to find and use coupons for several of the stores I visit frequently for clothing and home goods," said

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shop for that wedding, brunch business meeting or just to lounge around town? Inspired by something you saw? Use **Trunkclub** to get a stylist to understand you, what you like, and what and why you need clothes that are perfect for you and then have a ‘trunk’ of clothes sent to you immediately. No more hunting!

“Forgot the critical ingredient for the cocktails you were going to make for your party guests? Sports game on and you forgot to go to the store? Use the **Saucy** app or **Drizly** to have alcohol delivered to your door within an hour... or in less than 30 minutes.

“Bored while waiting for a client? Want to get the best deal while paying a fraction of the cost? Looking for goods that aren’t name brand but essentially the same? **Wish.com** brings a huge shopping mall into the palm of your hand. Goods are 50-80% cheaper. Just note, you get what you pay for and most come directly from China manufacturers. But, if you want to be a true consumer, go for it.”

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