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redesigned logo, website and other market facing assets.

Apr. 26, 2017



SurePrep, a California-based software and service provider to the tax and accounting industry, has announced a corporate rebranding.

“Since our founding in 2002 as an outsource service provider we’ve undergone significant change,” says David Wyle, SurePrep CEO. “While we’re still the premier outsource service provider, more firms know us today for our industry leading tax automation software. With the addition of our most exciting offering yet, TaxCaddy, our technology solutions now automate and streamline the entire 1040 process for both the taxpayer and CPA.”

In recognition of the company’s fifteen-year anniversary, SurePrep has unveiled a redesigned logo, website and other market facing assets.

“The rebranding reflects both the evolution of the company as well as our vision of the future,” says Greg Pope, Vice President of Marketing. “We’ve never been more excited about the direction of the tax and accounting industry, and we’re passionate about our part in helping to shape it. The rebranding does not reflect any change in ownership or management. We just thought it was a good time for a remodel.”

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