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expertise in running payroll, providing benefits and human resources services, helping businesses claim the federal R&D tax credit, or even acting as an "outsourced" CFO.

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Gusto, a provider of payroll, benefits and HR technology platforms for small businesses, has launched a new Partner Directory, a listing of professional accounting firms that are geared to serve small and medium-sized businesses.

The Partner Directory features modern accounting firms screened by Gusto for their

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trusted partners are one of the top requests we get from small businesses, and the Partner Directory allows modern accountants and entrepreneurs to grow their businesses together.”

Traditionally small businesses have turned to accountants for tax-filing services, but only 22 percent of small business owners consider taxes as the most critical issue currently facing their business according to a [2017 national survey](#) of small business owners by CNBC and SurveyMonkey.

“Accounting as most people know it won’t last. Most accountants are scrambling to stay relevant, but we’re using technology like Gusto to stay ahead of the curve,” said [Ignite Spot](#) Founder and CEO Eddy Hood. “Ignite Spot has been successful because we’re closing the gap between chief executives and accountants as advisors.”

Access to the Partner Directory is available to any business for free, regardless of whether they are a Gusto customer. Small and medium-sized businesses can search for an accountant by geography, accounting, bookkeeping and other services offered, software expertise, and industries served—or any combination of these criteria.

Today more than 4,000 accounting firms partner with Gusto to stand out as full-service firms. New accountants are regularly added to the Partner Directory and Gusto for Partners program.

Powered by the Gusto for Partners technology dashboard, accountants can run payroll and provide benefits or human resources services for all of their clients through a single login. Accountants also benefit from Gusto’s integrations with popular software and can earn revenue and other rewards such as discounts for their clients, free payroll and human resources tools for their firm, and marketing for their own practices.

To connect with a trusted accountant or learn more about Gusto for Partners, visit

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