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one interviews, surveys, focus groups and in-person events to learn how the program can help them face the challenges of today's ever-changing global accounting landscape.

Dec. 17, 2018



Finding ways to differentiate your firm in a crowded, competitive marketplace and discovering innovative ways to market your services can be challenging. After all, your focus is usually on staying up to date on the latest technologies, managing deadlines, and serving your clients as trusted advisors, rather than spending more time on marketing and sales.

Welcome to the redesigned Intuit Global QuickBooks ProAdvisor® Program. For more than two decades, the ProAdvisor Program has provided training, support, and discounts to accounting professionals to help them grow their firms and expertise. As of November, there were more than 400,000 ProAdvisors around the world, with more being added every day.

“Our goal is to create a partner program that recognizes and supports our accountants so they can accelerate their growth within Intuit’s ecosystem,” says Julie Chen, Global Leader for the QuickBooks ProAdvisor Program, Intuit QuickBooks.

“We recognize the value accountants bring to their clients and to the profession –

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New Point Structure

Now, there are more ways to move up the tiers, and unlock new and better benefits. The program was recently revamped to a points structure that recognizes more of the work you already do. Moving from just counting QuickBooks Online clients and certifications to climb up the tiers, you'll now be granted points for all your current and new QuickBooks accounting, self-employed and payroll clients, plus active certifications. If you are part of a team under the same QuickBooks Accountant firm, all your points will be aggregated together to help you move up the tiers more quickly. Over time, the program will add even more ways to earn points.

Based on your firm's total points balance, you will be placed in one of the four tiers: Silver, Gold, Platinum (previously known as Diamond) and the newest tier, "Elite." The Elite tier recognizes and rewards the most engaged firms by offering all the benefits of the previous tiers, and then some.

Additional Benefits

As a result of the redesigned program, you will not lose any of your existing benefits you had prior to the new program change, and these changes will not impact your Find-a-ProAdvisor listing. In fact, Intuit has actually added more benefits across all the tiers.

- Special ProAdvisor discounts for Constant Contact™ to help you develop deeper connections with your clients through regular email campaigns.
- Access to the new ProAdvisor Merchandise Store so that you can showcase your expertise with QuickBooks gear, including jackets, hats, drinkware and more.
- Access to the new Intuit Marketing Hub (<https://intuit.me/hub>) to tap into Intuit's expansive library of marketing resources, guides and templates.

- Expand your online presence and attract new clients with award-winning Square

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