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Oct. 29, 2020



More than 90 percent of the American Institute of CPAs' major firms group, which represents most of the nation's top 100 CPA firms, have applied to secure their existing online branding under the new restricted Internet domain for the accounting profession, .cpa.

CPA.com has seen a similarly strong response from the next 400 largest firms, with more than 70 percent of these firms advancing applications through an early registration process that began Sept. 1. This initial, protected phase ends at 10 a.m. Eastern, Oct. 31. The first batch of preferred names will be released in early November, after which future requests will be considered on a first-come, first-served basis.

"Applying for a .cpa domain is an important, long-term strategic decision for CPA firms," said Erik Asgeirsson, president and CEO of CPA.com. "Restricted domains are part of the new way of doing business, a more secure, more on-brand presence for

firms and their clients. We're urging firm leaders who want to make sure they protect

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“The profession sometimes struggles with associating advisory services with our credential,” said Jim Bourke, managing director of advisory services for Withum, a Top 25 firm. ““By migrating from Withum.com to Withum.cpa, we’re linking the CPA brand to our firm in an unmistakable way and doing our part to link audit, tax, and, more importantly, advisory services with the CPA brand.”

After the early application period, firms can apply on a rolling basis. Individually licensed CPAs can apply for their preferred .cpa domain beginning in January 2021 once general availability opens.

The AICPA was awarded ownership and management of .cpa last year by the Internet Corporation for Assigned Names and Numbers (ICANN). CPA.com is responsible for managing the service.

To learn more about .cpa or to apply for the new service, please visit domains.cpa.

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