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As the internet has grown, so has competition for domains. Today, it's incredibly difficult for most companies to secure a .com domain that directly aligns with their desired branding and positioning – most have long been taken. Amplifying this competition: over the past few decades, a thriving cybersquatting cottage industry has emerged, in which speculators purchase a large number of domains with the intention of selling them for a profit.

As a result, many accounting firms have had to settle for longer, less relevant .com domains, often tacking on co, cpa, or llc, which complicates and detracts from the strength and memorability of their URL.

With a .cpa domain, firms can apply for shorter, more relevant domains that better represent and position their value proposition, while signaling their connection to the CPA profession. The restricted .cpa domain offers security and trust to firms and their clients, while creating better branding opportunities on and offline.

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