## **CPA**

## Practice **Advisor**

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## Jillai ti atilito

This new integration gives tax professionals access to an all in one accounting platform that saves time, safely collects payments, and improves customer satisfaction.

Dec. 06, 2022



<u>CPACharge</u>, an online payment solution for tax and accounting firms, has announced a new partnership with <u>SmartPath.co</u>, a provider of software for tax and accounting firms. This new integration gives tax professionals access to an all in one accounting platform that saves time, safely collects payments, and improves customer satisfaction. The new SmartPath Engage Platform will be fully integrated with CPACharge allowing tax firms to price any client in real time and automatically align their profit margins.

Since 2018, tax legislation changes have caused tax firm's profit margins to plummet as they are spending more time than ever helping clients navigate complex financial issues, fees are dragging far behind inflation causing many firm owners to suffer. SmartPath Engage with CPACharge will increase profit margins for tax & accounting firms by securely collecting fees online for services that were never billed or captured through previous paid engagements. The integration provides clients with more transparency and the ability to choose their own engagement level in simple terms.

"We are excited to launch the CPACharge integration with SmartPath.co, which will

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"We're excited to launch this new platform which will increase client satisfaction. Possibly for the first time, a consumer can understand and select the tax and accounting services most important to them while seeing their price in real time," said William Hamilton, Founder of SmartPath.co. "This will align profit margins for tax firms and allow payment collection for services clients have always wanted, but were previously never captured."

For more information, visit here.

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