



**QuickBooks
Accountant
Partner Program**

Impactful Marketing Messaging

Leverage the QuickBooks brand to build your practice

Entice prospective clients to collaborate using QuickBooks by using strong, strategic statements on your client-centric collateral pieces. We've made it easy: just select from our list of shorter and longer marketing messages.

Looking for some quick hits? Try these concise messages (between 10–40 words):

Take control of your finances with QuickBooks

Built for small businesses. Approved by accountants.

Profits you can picture

Instantly see how much you're making so that you can better plan for tomorrow. QuickBooks helps you and your accountant make smarter decisions for your business.

Better together

Get closer with your accountant using QuickBooks. With anytime access to your books, your accountant will spend less time organizing data and more time advising.

Fuel your success

Get better insight into running and growing your small business. QuickBooks keeps your business finances organized, so your accountant can provide smarter, more personalized advice.

Ditch the shoebox

QuickBooks can help keep you organized with paperless receipt tracking. Your accountant will thank you.

Organization made easier

Snap photos of your receipts and attach them right to their transactions in QuickBooks. You'll save time, and by keeping things organized, your accountant will be able to maximize your return come tax season.

Better info. Better advice.

When your accountant has access to your complete financial picture, they can offer smarter, more personalized advice. Keep them in the know with QuickBooks.

Got a little more space to communicate? Try these robust messages (between 40–60 words):

Teamwork makes the dream work

Making sound business decisions is important for your small business. Your accountant and QuickBooks can help. With tools that help you manage cash flow, payroll, invoicing, and more, QuickBooks saves time so you can focus on what really matters—running your business.

Better together

Like peanut butter and chocolate, some partnerships just can't be beat. QuickBooks and your accountant are the dynamic duo that can help take your business to the next level. With tools that help you manage cash flow, payroll, invoicing, and more, QuickBooks saves time so you can focus on what really matters—running your business.

Get closer with your accountant

QuickBooks offers a simpler way to collaborate with your accountant. Why collaborate? 75% of QuickBooks Online users say working with an accounting professional makes their business run better.¹ Talk to your accountant today to get started.

1 Intuit survey, January, 2016.

Fuel your business success

QuickBooks helps you and your accountant keep track of the money coming in and out of your business, in a single shared place. And because it keeps you organized, QuickBooks allows your accountant to offer better insight into growing and maintaining your business.

Fuel your business success with QuickBooks

QuickBooks has features to help you grow, manage, and maintain your business. By keeping your finances organized and in one central place, your accountant can provide better insight and help maximize your return come tax season.

Organizing your business finances is easier than you think

Your accountant has seen it all. Shoeboxes of receipts, spreadsheets with transactions recorded in a panic, haphazard notes taped together. But now, with QuickBooks, you can keep your finances organized and up-to-date. Plus, with anytime access to your books, your accountant can provide better insight and help maximize your return come tax season.

Tell clients how QuickBooks helps you meet their expectations.

These short, to-the-point statements will resonate with prospective clients by giving them good reasons to believe in QuickBooks.

With QuickBooks, you'll get:

Money Insights: Instantly see how much you're making so you can plan for what's next.

Receipt Snap: Put an end to shoebox disorganization. Simply snap photos of your receipts and attach them to the right transactions.

Mileage Tracker: Maximize mileage deductions with automatic mileage tracking. (Self-employed product only)

AutoExpense: QuickBooks automatically downloads and categorizes bank and credit card transactions.

Smart Invoice: With free bank transfers, you can receive payments without fees. Plus, we'll let you know as soon as invoices are paid.

Key QuickBooks features include:

Everyday Organization: Connect bank and credit card accounts to QuickBooks to keep expenses in order. Plus, with inventory tracking, you'll always know what you have on hand and what it's costing you.

Cash Flow: Stay on top of who owes what and manage your own bills with automatic, hassle-free bill pay.

Invoicing: Custom invoices make you look good while instant payment options keep cash coming in.

Reports: One-click reporting lets you instantly see your profit & loss, balance sheet, and dozens of other reports.

Taxes: Your accountant can instantly access your records anywhere, anytime. That means fewer surprises come tax time.

Mobile: Take care of business anywhere with the QuickBooks Accounting app. All the features and tools you love, right in the palm of your hand.

Payroll: Skip payroll stress with tailored payroll options for your small business. Additional fees apply.