



SPECIAL BULLETIN

Only for Accounting Firm Owners and Partners

If you offer payroll services, be prepared for turbulent times

May, 2010

If you offer payroll services, be prepared for turbulent times ahead.

You may find it hard to believe. But see the facts. They all point to a new shocking reality—your payroll practice will soon face major challenges...unless you take some bold steps now.

If you have been vigilant, you must have seen this ad. It's all over—on the Internet, in the mail, in COSTCO and everywhere else you can think of.

“Get 6 months FREE payroll and then pay just \$9.95 per month.” If a business buys this payroll service through COSTCO it's cheaper by additional \$2.

The ad we're referring to is for Intuit's online payroll service. Can you sell your payroll services for this low price ever?

Certainly not. *Ironically, if you are PayCycle user, Intuit charges YOU far more than \$9.95 per month to provide payroll services to your clients!*

Why then is Intuit selling its online payroll service at such a ridiculously low price to small businesses and promoting it so aggressively, while it charges higher prices to accountants?

And why did Intuit pay \$170 million dollars to buy PayCycle?

Do you believe Intuit is doing all this to help accountants grow their payroll practices?

You know better. It's a no-brainer that Intuit is doing all this to completely dominate the payroll processing marketplace.

And that should be a major concern for you. Because Intuit has a proven track record of dominating every market it has entered, by doing whatever it has to—even if it means hurting accountants' interests.

Remember what Intuit did to completely dominate the small business accounting software market?

It created its notorious “FIRE YOUR ACCOUNTANT CAMPAIGN” and promoted it so aggressively that it ultimately prevailed. That's why you now have to work around the demands of a powerful force—the accounting software Intuit created for your clients. And ever since that time, the professional status of accountants has been undermined.

What's happening now is a repeat of what happened then and worse. The primary thrust of what Intuit did then was to offer accounting software and not accounting services to small businesses. But what Intuit is doing now is to offering payroll services to the clients and completely eliminating the accountant.

Which means that this crucial small business service will be gone forever from accountants' hands... unless accountants make a concerted effort this time to triumph before it's too late!

So it's time for you to do some soul searching and make one of the most crucial business decisions you will ever make.

**Do you want to let your fiercest competitor prevail again,
or will you do whatever it takes to save your Payroll
Practice?**

If you're committed to NOT let anyone run over you again, then you must take the following 3 crucial steps:

- 1. Regain control of your trusted client relationships, protect them from preying eyes, and nurture them. Once you truly become your clients' most trusted advisor, no hardball tactics from any competitor will be able to sway your clients from you.*
- 2. Stop feeding your competitors. This is common business sense. While Intuit is your fiercest competitor, any company whose primary business is to sell payroll services directly to your clients is also your competitor. If you currently use PayCycle, Intuit payroll, or a payroll solution from any such company—then find a better alternative.*
- 3. Become a Power Practice Accountant.*

Because no accounting firm—however strong—can make it happen on its own. But working together we can triumph this time.

That's why AccountantsWorld—a community of over 120,000 accountants—has created the **Power Practice System**.

The sole thrust of the Power Practice System is to create an **Accountant-Centric, Client-Friendly** model that puts accountants in a commanding position to do what's in their best interest and their clients'.

You'll get access to the tools, training, and education to create an Accountant-Centric environment within your practice so you can work collaboratively with clients and establish a true advisory role for yourself. By working closely with your clients, you'll strengthen your

trusted client relationships, shield clients from the harmful influence of competing forces, and service them in a manner that's mutually rewarding for both you and them. Here's how...

Power Practice System lets you stop feeding your competitors and start nourishing your own payroll practice.

Created exclusively for accountants from the ground up, the award-winning web-based Payroll Relief makes payroll processing faster, easier, and more profitable than you ever thought possible.

Payroll Relief performs all payroll functions and all compliance automatically, electronically, and on time. That's how we make payroll processing fast, efficient, and absolutely hassle-free for you.

And that's not all...

Process an unlimited number of payrolls for one full year for just \$997!

That's right! For just \$997, you can process any number of payrolls—for 20, 50, 100 or even 1,000 clients—for one full year. Everything included. You don't pay a penny extra. There is only one caveat... this offer is not available to existing Payroll Relief users.

After the first year, Payroll Relief prices remain very competitive... as low as \$0.50 per paycheck, all-inclusive.

For a price you can't beat, you'll get a payroll system you can't beat. Now there is no reason for you to feed your competitors and make them stronger.

Call (888) 999-1366 to learn more.

This exceptional offer, together with the following additional Power Practice System benefits, lets you grow a profitable payroll practice, regardless of any adverse external factors.

1. Educate clients about the critical importance of working closely with you, using whitepapers, videos, and other educational material provided by Power Practice Accountant. Clients will now understand why it is in their best interest to work with you and not apart from you.
2. Add value to your clients' business so you both become more successful! By working together, both you and your clients will accomplish more in less time and with less stress!

3. Free clients from the grip of mega-corporations who ultimately are working against the best interests of you and your clients!
4. Restore a commanding position and finally regain total control of your client relationships!
5. Increase retention of all client accounts throughout your firm!
6. Grow your client base as many more prospects will realize how you'll add value to their business.
7. Increase your firm's profit by plugging the hole on current inefficiencies.
8. Enjoy the support of a nationwide network of Power Practice Accountants. Collectively you will gain the upper hand and successfully fight your fiercest competitors.

Last but not least, you'll partner with a company that's First in Innovation for YOU and Never in Competition with YOU.

AccountantsWorld never sells any products or services directly to your clients, so you retain full control over your most precious business asset—your trusted client relationship—and Power Practice System helps you nurture them.

Now despite the tsunami created by Intuit, you can make your payroll practice survive in these turbulent times and thrive!

Call (888) 999-1366

Or visit www.AccountantsWorld.com/pr to:

- 1. Learn more about Payroll Relief and the special offer, and**
- 2. Become a Power Practice Accountant.**

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