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Intuit Announces QuickBooks Online Accountant Integration with QuickBooks Self-Employed and ProConnect Tax Online

QuickBooks Online Accountant Now the One Place Where Accountants Can Manage All Their Tax and Accounting Clients, Save Time and Grow

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- From the main stage at the third annual QuickBooks Connect, Intuit Inc. (Nasdaq:INTU) today announced that QuickBooks Self-Employed and ProConnect Tax Online will be fully integrated into QuickBooks Online Accountant, taking the next step in transforming the platform into the one place where everything – bookkeeping, taxes and practice management – will work together seamlessly.

With an estimated 2 million QuickBooks Online subscribers expected in 2017, these QuickBooks Online Accountant integrations further demonstrate Intuit's commitment to arm accounting professionals with the tools and services they need to help them grow, significantly save time and become more trusted advisors to all of their QuickBooks clients.

"Accounting professionals are our most trusted, important partners, which is why we are focused on delivering products and services that help them grow and become more efficient in the work they do," said Rich Preece, leader of Intuit's Accountant Segment, Small Business Group. "Deeper integrations between our QuickBooks and ProConnect Tax Online products enables accounting professionals to evolve into Firms of the Future, focused on meeting the needs of all their clients and delivering insights that can lead to improved growth and profitability for all."

New Growth Opportunities and Greater Efficiencies with QuickBooks Self-Employed

Intuit research shows that full- and part-time freelance workers have grown from 6 percent of the workforce in 1989 to 34 percent today, and are expected to make up 43 percent of the workforce by 2020. Accounting professionals who serve these Schedule C clients spend a disproportionate amount of time identifying and organizing their finances, separating their personal from business expenses in order to prepare their tax returns. That's why Intuit is now delivering a seamless integration between QuickBooks Self-Employed and QuickBooks Online Accountant. Not only does this integration benefit the full- and part-time freelance workers by linking them to an accounting professional who can provide strategic advice to ensure their long-term success, it also presents a huge opportunity for accounting professionals to serve a client base that is currently underserved by the accounting industry.

With the QuickBooks Online Accountant integration, QuickBooks Self-Employed users can invite their accounting professional to access their account inside the self-employed product. The accountant will then see their QuickBooks Self-Employed client listed on their QuickBooks Online Accountant dashboard. Via the client dashboard, accountants are able to go directly into their clients' books with one click, manage them and ensure they are

accurate and correctly prepared, especially for tax-time. Accountants will also have access to an accountant toolbox, which includes quick navigation to key reports, uncategorized transactions, the quarterly and annual taxes tab, the rules management page and a guide inclusive of tips for the accountant and resources for their clients.

“I love the integration between QuickBooks Online Accountant and QuickBooks Self-Employed. It provides a seamless, collaborative client workflow that accountants can count on and definitely saves me time by eliminating the extra step of logging into a separate portal,” said Mariette Martinez, EA, of Mariette F. Martinez, EA. “The accountant-specific toolbox helps me better manage my clients’ books throughout the year and gets us both ready for tax time. And my clients love QuickBooks Self-Employed because of the automatic mileage tracking feature and how easy it is to identify business expenses. QuickBooks Self-Employed is redefining how my clients are taking ownership of their business finances. I am now excited and looking forward to preparing their books and taxes come tax time.”

To learn more about the integration and QuickBooks Self-Employed visit https://quickbooks.intuit.com/accountants/self-employed.

Speed up Tax Prep with ProConnect Tax Online

During tax season, accounting professionals spend approximately 5 hours per client analyzing their books and performing “clean up tasks” to prepare those books for a tax return. Only Intuit, with the integration between QuickBooks Online Accountant and ProConnect Tax Online, has simplified the workflow and significantly saved accountants time by creating one place that provides a seamless, end-to-end experience that translates a client’s QuickBooks Online books into a tax return and then e-files that return without leaving QuickBooks Online Accountant.

“ProConnect Tax Online goes beyond today’s typical functionality and connects accountants to modern tools they need to work efficiently, saving more time and enabling them to connect with their clients in better ways,” said CeCe Morken, executive vice president of Intuit’s ProConnect Group. “Only Intuit brings together ProConnect Tax Online, QuickBooks Online Accountant and Link into a single experience to free accountants from the manual processes of today, so they can invest more time helping their clients succeed in ways they did not think was possible.”

With the combined power of QuickBooks Online Accountant and ProConnect Tax Online, multi-service firms gain revolutionary time-saving features, including:

- One place to login and access accounting and tax clients’ data from one client list. Multi-service firms can also view e-file status notifications and bill accounting and tax clients all from QuickBooks Online Accountant.
- Auto-populate information from a client’s QuickBooks Online file into a tax return using ProConnect Tax Online. The ability to auto-populate tax returns with one click reduces errors and saves time by eliminating the need to export data into a separate file and then manually enter and analyze that data for accuracy.
- With the help of QuickBooks Online Trial Balance, accounting professionals can view year-over-year variance to help prioritize which returns to review first.

- Link, a free client portal, allows tax preparers to easily gather tax information and connect with clients, accelerating the filing process.

About Intuit Inc.

Intuit Inc. creates business and financial management solutions that simplify the business of life for small businesses, consumers and accounting professionals.

Its flagship products and services include QuickBooks® and TurboTax®, which make it easier to manage small businesses and tax preparation and filing. Mint provides a fresh, easy and intelligent way for people to manage their money, while Intuit's ProConnect brand portfolio includes ProConnect Online, ProSeries® and Lacerte®, the company's leading tax preparation offerings for professional accountants.

Founded in 1983, Intuit had revenue of $4.7 billion in its fiscal year 2016. The company has approximately 7,900 employees with major offices in the United States, Canada, the United Kingdom, India, Australia and other locations. More information can be found at www.intuit.com.

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