

August 23, 2011



# Intuit Transforms QuickBooks ProAdvisor Program

## **New Benefit Structure Helps Accounting Professionals Take their Practice to the Next Level and Better Serve Their Clients**

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Intuit Inc. (Nasdaq:INTU) announced that it has restructured the [QuickBooks ProAdvisor® Program](#), providing access to more software, training and marketing tools for all members so that accounting professionals can serve any QuickBooks client and grow their practice.

In addition, starting today, the ProAdvisor Program now incorporates a three-tiered structure with access to more benefits as an accounting professional increases their knowledge of QuickBooks and other [Intuit small business solutions](#) through Intuit's certification process.

“Since its inception, the focus of the QuickBooks ProAdvisor Program has been to provide accounting professionals with the tools they need to be successful in their practices and with the clients they serve,” said Ian Vacin, leader of the QuickBooks ProAdvisor Program. “By developing a tiered structure, we are recognizing accounting professionals in the program who spend the time to become proficient in QuickBooks and other Intuit products and services geared toward small businesses.”

### ProAdvisor Program Structure and Benefits

Under the new tiered program, ProAdvisors who progress through Intuit's QuickBooks Certification and Advanced Certification training receive additional program benefits to recognize their deeper knowledge of QuickBooks. These benefits include larger product discounts that can be passed onto their clients and differentiated support options.

For example, all QuickBooks ProAdvisor members receive unlimited U.S.-based chat support. When new ProAdvisors join the program, they also receive 90-days of unlimited, U.S.-based phone support. As members advance from tier to tier to achieve the status of QuickBooks Certified and QuickBooks Advanced Certified, they also receive unlimited U.S.-based phone support in addition to the unlimited U.S.-based chat support. Current, non-certified ProAdvisors receive unlimited U.S.-based phone support for one year from their upcoming renewal date, giving them additional time to become QuickBooks Certified or Advanced Certified.

The ProAdvisor Member Website has been completely transformed. Launching in early September, the new member website will act as the hub for accounting professionals to access their benefits and tools to set and achieve their professional and business goals. The website will continue to act as a portal to the online community of more than 60,000 QuickBooks ProAdvisors.

### Pricing

Starting September 13, 2011, the QuickBooks ProAdvisor Program will be priced at \$599 annually for new members. The QuickBooks ProAdvisor Program plus Payroll Program will be \$799. For current members, starting November 1, 2011, the QuickBooks ProAdvisor Program will be \$549 annually. The QuickBooks ProAdvisor Membership plus Payroll option will be \$749. All members receive for free the following software, all backed by Intuit's 100% satisfaction guarantee:

- QuickBooks Accountant Plus
- **New!** Intuit Statement Writer
- QuickBooks Online
- QuickBooks Enterprise
- **New!** QuickBooks for Mac
- **New!** Intuit Payments Bundle, which includes Intuit Merchant Service for QuickBooks, Intuit GoPayment, Intuit Payment Network and Intuit Check Solutions for QuickBooks

### **About Intuit Inc.**

[Intuit Inc.](#) is a leading provider of business and financial management solutions for small and mid-sized businesses; financial institutions, including banks and credit unions; consumers and accounting professionals. Its flagship products and services, including [QuickBooks®](#), [Quicken®](#) and [TurboTax®](#), simplify small business management and [payroll processing](#), personal finance, and tax preparation and filing. [ProSeries®](#) and [Lacerte®](#) are Intuit's leading tax preparation offerings for professional accountants. Intuit Financial Services helps banks and credit unions grow by providing on-demand solutions and services that make it easier for consumers and businesses to manage their money.

Founded in 1983, Intuit had annual revenue of \$3.5 billion in its fiscal year 2010. The company has approximately 7,700 employees with major offices in the United States, Canada, the United Kingdom, India and other locations. More information can be found at [www.intuit.com](http://www.intuit.com).

Intuit, the Intuit logo, QuickBooks, Lacerte, ProSeries and Intuit ProLine, among others, are registered trademarks and/or registered service marks of Intuit Inc. in the United States and other countries.

Intuit Inc.

Kim Amsbaugh, 650-944-6649

[kim\\_amsbaugh@intuit.com](mailto:kim_amsbaugh@intuit.com)

or

Access Communications

Danielle Ferris, 415-844-6272

[DFerris@AccessPR.com](mailto:DFerris@AccessPR.com)

Source: Intuit Inc.