

SOLUTIONS





SOLUTIONS

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DIGITALIZATION: Fuel for the Future of Tax & Accounting



Remember when information just sat there, generally in paper format? You couldn't do much with it back then. You could mail it, copy it, clip it together, stuff it in a briefcase, store it in a file cabinet. It took a lot of effort to analyze, but it stayed put. And one of the best features of predigital information was something we never even thought about: you could get rid of it. Permanently.

I don't have to tell you that the analog world is becoming a distant memory. Perhaps more than any other year so far, 2013 has pushed us all into the often amazing but occasionally unnerving world of digitalization. We're amazed at the possibilities of boundless information and an unlimited flow of data, accessible anytime, anywhere, on many different surfaces. But sometimes we're a little intimidated by its power. And sometimes, it may be tempting to believe that we can stop change at a certain point and insulate ourselves from the future. But when you look at the speed with which we're moving forward, it becomes obvious that that's not likely to happen. For example: we created 5 billion gigabytes of data from the beginning of recorded time until 2003. In 2011, we created that amount of data every two days. And this year, that time will shrink to 10 minutes.

But technology brings enormous opportunities in the digital world. It creates new possibilities every day, no matter what business you're in. Whether we work in software, tax, payroll, or something else, we're all essentially in the information business. And information managed properly is power. The old rules are fading fast, and it's up to us to write new ones. It's a big responsibility, but it's also an incredible opportunity. How will you interact with clients in this new environment? What new services will you offer? How will you profit from the new opportunities that digitalization holds? It's all up to you. And the possibilities are endless.

Progressive firms are already rewriting the rules, having learned that digital information can be transformative when it's used effectively. They're taking advantage of technology that allows for self-serve client access to reports and finished documents, business coaching services, new ways of capturing client information for better management of firm-customer relationships, instantaneous access to information and applications on an increasing variety of mobile devices, and much more. These firms are becoming much more relevant to their clients—and frankly, much more useful to them. I'm looking forward to meeting many of these firms at the upcoming SYNERGY Users' Conference in Miami Beach. And I think this issue of Solutions has some great examples of what's possible when firms realize that their business model has changed as a result of our new world, and they drive their practices to take full advantage of new opportunities.

For all of us in the information business, answering these existential questions is a big responsibility. But it's also incredibly exciting. It's an unprecedented opportunity, and it's up to all of us to grab it. Because, while it may be true that digital information never goes away, it's also true that it never stops working. It certainly doesn't just sit there. And neither can we.

Best wishes for a profitable fourth quarter and a strong start to tax season.

Jon Baron

Managing Director, Professional Segment, Tax & Accounting, Thomson Reuters

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NEWSLINE

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WorkFlow Manager™



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Fixed Assets CS®



Planner CS®



ToolBox CS®

CLOUD COMPUTING



SaaS for CS Professional Suite



Virtual Office CS®

WEBSITE DESIGN



Web Builder CS®

CLIENT PORTALS



NetClient CS®



A client's tax return contains a wealth of information you can use to identify potential tax planning opportunities, demonstrate value to the client, and generate additional fees. The October 15 filing extension deadline is an ideal time to delve into a client's return and find last-minute tax saving opportunities for the 2012 return, plus get a jump on 2013 tax planning strategies.

Proactive tax planning is critical this year, especially with the new maximum 39.6% rate on ordinary income, 20% rate on capital gains, and 3.8% net investment income tax (3.8% NIIT) for 2013 and beyond. Luckily, there's still adequate time to lighten your client's 2013 tax burden—and no better time to plan than when preparing their extended 2012 returns.

One possible action item still available for extended 2012 returns is to elect out of installment sale treatment for a 2012 installment sale and immediately recognize 100% of the gain. This election allows your client to take advantage of the 15% maximum capital gains rate in 2012 and avoid the new 20% rate on future cash flows in 2013 and beyond. In addition, the 3.8% NIIT is

completely avoided on this gain. That's 15% now or up to 23.8% later. Yes, there are cash flow and time value issues to consider. But higher rates are likely here to stay, and future taxes will be minimized.

2013 tax-saving strategies can be as simple as changing an investment portfolio mix, employing family members, harvesting investment gains or losses, and maximizing retirement planning contributions. They can also be as complex as a like-kind exchange, real estate activities grouping/regrouping, or business ownership structure change.

Proactive planning takes a little work, but it pays huge dividends in client savings, satisfaction, and loyalty. Use the combined power of PPC's Deskbooks, UltraTax CS data mining, and Planner CS to identify potential tax-saving opportunities while finalizing extended returns. It's a great way to reinforce the value you provide your clients.

For more information on PPC's Deskbooks, visit Tax.ThomsonReuters.com/PPCStore. For more information on UltraTax CS and Planner CS. visit CS.ThomsonReuters.com/Tax.

NetClient CS Mobile App

Wins Technology Innovation Award

The NetClient CS mobile app has been honored by CPA Practice Advisor with a Technology Innovation Award.

An extension of NetClient CS portals, the NetClient CS mobile app enables accounting firms and their clients to access a variety of NetClient CS friendly format from iOS® and Android™ mobile devices. With the app, firms that use NetClient CS can give clients mobile access to tax returns, financial statements, reports. online accounting and payroll time entry, payroll data, and more—all through a firm-branded interface. "For firms that deploy

NetClient CS portals, the new mobile app represents a huge automatic increase in functionality and convenience for clients at no additional cost," says Scott Fleszar, vice president of strategic marketing for the Tax & Accounting business of Thomson Reuters.

"Practitioners tell us that their clients love being able to access their information on mobile devices, whether they're using it to retrieve up-to-the-minute financials for a meeting or enabling employees to enter time sheet information from anywhere. It's a great service feature to be able to offer clients, and it's all done through a firm-branded interface so it's a powerful brand-building tool

for firms as well. Having clients use a firm-branded app on their smartphones and tablets is a very powerful way to create a tech-savvy, client-focused image."

Firms and their clients can download the app from the Apple® App Store or Google Play™ at no charge. The app comes pre-loaded with demo data, enabling anyone to review it and test its functions.

For more information, visit: CS.ThomsonReuters.com/ NetClientCSMobileApp/.





LOOK FOR THE "My Rep" INFO

It's easy to find the

contact information for your account rep on CS.ThomsonReuters.com. Just look for the new **Contact Your Sales** Rep information on the product pages (in the gray sidebar on the right of your screen), or the My Rep box near the top of your My Account page. You'll find a name, phone number, email link, and photo (if available). Check it out today!

GoFileRoom ENHANCEMENTS

GoFileRoom v.12.0, released in May 2013, is packed with the enhanced functionality and additional features you've requested over the years. And this October, we'll be releasing even more features.

Here are some of the new features and enhancements you'll find in the latest release:

- WORKFLOW MANAGEMENT ON ALL DRAWERS—Use workflow management tools to add efficiency in all areas of your practice, including internal operations, human resources, and more.
- THREE NEW TYPES OF WORKFLOW TEMPLATES FOR ADDED PROJECT MANAGEMENT FLEXIBILITY—

- Serial—A sequential workflow template where the active task is assigned to one member/pool at a time and is routed to another member when the task is complete.
- Parallel—A non-sequential workflow template where all tasks can be assigned simultaneously and members are not reliant upon other members to complete their tasks.
- Rules-based—Firm-defined conditional statements that drive the direction and flow of work based on the facts gathered within the workflow.
- CALENDAR WITH MANAGED CONTENT— Access national and international jurisdiction information that we support and

- automatically update on an ongoing basis.
- TASK-LEVEL DUE DATES—Assign non-statutory due dates to individual tasks within the project.
- TASK-LEVEL CHECKLISTS—Provide unique checklist content for the different tasks within the project.
- UPDATED LOOK AND FEEL—Enjoy a new user interface designed to help your staff be as efficient as possible.

Learn more at CS.ThomsonReuters.com/
GoFileRoom, and view our FAQ document at CS.ThomsonReuters.com/Support/
GoFileRoom/FAQs.pdf. Questions?
Email us at AcctSpecialistTeam@
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BEHIND THE SCENES

A Teacher And a Traveler

MEET THERESE WITHEROW,

a senior technical trainer at
Thomson Reuters in Ann Arbor,
Mich. She began as an intern in
1999 and was hired in 2001. Since
then, Witherow has found her
niche: training customers to get
the most from their software.

Solutions: You've been with Thomson Reuters your entire career, since you earned your accounting degree. You must love where you work.

Therese Witherow: I do! Thomson Reuters really encourages you to do the work you're good at. I was first hired as a product support representative and soon became a senior support representative. I was lead of UltraTax CS and started doing a lot of training on the product for our employees and customers. In 2005, a position opened for an UltraTax CS technical trainer. I applied and got the job. That gave me the chance to be able to do what I'm best at.

What gives you the greatest satisfaction in your job?

I love working and interacting with our users, especially in person, so it's a good thing I love to travel. My goal is to drive



firms to be excited and motivated to make the most of their software. I get great satisfaction when I see them have that "ah-ha!" moment, which means I did my job well.

You've presented at our Partner Summits many times in recent years.

My presentations focus on UltraTax CS and tax workflow, giving tips and advice about the software's full functionality. I also provide training on strategic planning to help firms identify their strengths, weaknesses, market opportunities, and competitive threats. In the end, I want them to have a plan that can help them be more progressive and client-focused—and successful.

Family ties. Witherow is close to her family, spending much of her spare time with her parents, sister, and brother-in-law.

An avid angler. "Is it all right for a girl to say she loves to fish?" Witherow asks with a laugh. Her father taught her to fish and her brother-in-law's a fan, too. They spend hours at a time fishing on Michigan's lakes.

Travel tales. Witherow loves traveling for fun. So far she's visited Canada, Mexico, India, Ireland, England and France, and she dreams of vacationing in Tahiti.

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With plenty of tax and accounting firms out there, differentiating your business as a thought leader and expert in the field is a smart way to build brand—and grow your business.

The question then becomes: How do you make yourself a thought leader? One answer: content. Package your brand with intelligent and engaging content, and your business will benefit.

According to Brenda Sleeper, manager of marketing and business development at BizActions, sharing relevant content nurtures leads and cross-sell opportunities. It also helps firms communicate more effectively with clients.

BizActions makes the job of sharing content simpler than you may think. The Knowledge Solutions segment of the Tax & Accounting business of Thomson Reuters includes products and services from BizActions and PDI Global, which were founded by accountants for accountants.

"We serve more than one-third of the top 100 accounting firms," says Sleeper. "Our products

and services fuel firms' growth by developing a consistent brand across all their marketing touchpoints."

BizActions and PDI Global offer products and services that include:

- · Electronic and print newsletters
- · Content for websites and social media
- Tax, estate, and financial planning guides
- Client alerts and updates
- Lead generation services
- Marketing and client communication tools
- Creative services
- Client presentation materials for significant legislative changes

Content is provided in templates that are easily customized to include specific news about your firm.

"Our goal is to position firms as thought leaders," says Sleeper. "Differentiating themselves in the marketplace can help firms grow their business."

To learn more, visit **BizActions-PDIGlobal.com**.

"Clients are more likely to see you online than in your office," says Christina Kellerhals Wiseman,
Thomson Reuters product manager,
Mobile & Web. "And if your prospects can't find you there, they may never come talk to you."

Thomson Reuters provides tools that make it easy to establish a unique online presence. It starts with Web Builder CS, which you can use to easily create a website—or let Thomson Reuters do it for you.

Then there's NetClient CS, which adds client portals to your website for convenient client interaction.

Just be sure the look and feel matches your website brand, down to the email notifications NetClient CS sends out.

The same applies to the NetClient CS mobile app, which offers much of the same functionality on smartphones and tablets.

You can learn more at CS.ThomsonReuters.com/Products.

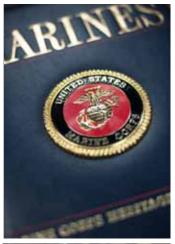
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A ROCK STAR AND A HERO

Before getting into the business world, Crews served in the U.S. Marine Corps, where he earned the rank of Sergeant.

As proud as he was to serve, he found another calling: working with small businesses that were struggling to manage their accounting.

"I wanted to help the little guy," he says.
"My dad was a carpenter and every year I'd
hear him griping about how complicated
his taxes were. As a small business owner,
he was trying to live the American Dream.
I wanted to help people like him."

Crews spent eight years at another firm, eventually becoming a partner, before he opened his own operation in 2006. At first, he relied heavily on a patchwork of software solutions—plus, he admits, a pen and a yellow legal pad. But everything changed when his father became seriously ill and Crews needed to leave town to take care of him. His father was in the hospital for a month, right in the middle of tax season.

"It just about closed my business," Crews recalls. "My clients were very understanding but they still needed their taxes done. We worked through the delays and my father got better, but I realized I needed to take a look at my technology."

Serving Those Who Have Served

As a former Marine, Randy L. Crews holds the men and women of the U.S. Armed Forces in the highest esteem.

That's why he's actively involved with the Wounded Warrior Project (woundedwarriorproject.org). The organization works to raise awareness and enlist the public in addressing the needs of injured service members.

Crews got involved after leaving the service, and one of the ways he helps is by asking his clients to donate. When clients make a donation to the Wounded Warrior Project, Crews deducts the amount of the donation from their bill.

"I just believe so strongly in helping these people who gave up so much—more than I gave," he says. "If I had all the money in the world, I'd take care of every one of them. So I just try to do everything I can, with all my heart and soul."

TECHNOLOGY TO THE RESCUE

That's when Crews discovered Thomson Reuters. He started out with just a couple of products but was soon using nearly every solution Thomson Reuters offers, including Software as a Service (SaaS).

"Even when I was just using a couple of programs, I saw how easily they integrated with each other and that really impressed me," says Crews.

It turned out to be an excellent decision for many reasons. One of them became obvious the very next tax season, when his dad got sick again, eventually passing away. This time, however, when Crews had to leave the office for an extended period of time it was completely seamless for him and his clients.

"Most of my clients didn't even know I was gone, which was a beautiful thing," he says. "Thomson Reuters saved my butt. They saved my business and that's why I'm such a big fan."

There are plenty of other reasons, too. The integration and automatic updates of all the Thomson Reuters products he uses saves Crews "a truckload of time." With Practice CS—his favorite program—he's also able to keep better track of his time.

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Because everything in the CS Professional Suite is fully integrated, something that used to take me three hours now takes me 20 minutes. That means I can work on a whole bunch of other clients during that same period of time, and that's how I've been able to double profits and decrease expenses.

— Randy L. Crews



Thanks to Practice CS, Crews realized that over a six-month period of time he was spending about 40 hours on client projects that he wasn't billing for.

"It opened my eyes to the clients I wasn't charging enough," says Crews. "Using Practice CS and SaaS has reduced my expenses and doubled my revenues. It's also given me a better life because I don't have to be tied to the office."

A SUPER PAYROLL PROCESS

Another tool Crews now considers indispensible is myPay Solutions. In the beginning, he didn't want to take on payroll services for his clients because of the time it would demand. "I read a statistic that said you need anywhere between 50 to 80 payroll clients to be profitable," says Crews. "Just handling payroll for one client can take a ton of time, and it would have had me tethered to my desk every Friday."

Crews tried some third-party payroll providers. He found they not only left him having to manage a lot of details, they were also in a position to steal some of his clients.

Now it's a different story. Crews' firm offers payroll services by partnering with myPay Solutions, which takes care of everything for him.

"I'm able to offer big-firm services even though I'm a small firm," he says. "I'm able to give my clients better, more responsive service—so, again, I look like a rock star." Crews serves payroll clients nationwide, so the fact that myPay Solutions automatically updates and maintains state-by-state rules and regulations is a big plus. So is the fact that myPay Solutions will bill clients for him-or, if Crews prefers, he can bill clients as part of his monthly accounting fees. Crews also appreciates that myPay Solutions sends him journal entries that integrate directly with Write-Up CS and Accounting CS.

A ROCK-SOLID PARTNERSHIP

The way Crews sees it, Thomson Reuters makes his practice more efficient and successful, making him look good as a result. Plus, it frees him from the confines of the office so he can do more of the things he enjoys, like cooking for his family and friends.

He doesn't do any advertising, bringing in plenty of business through word-of-mouth. Crews specializes in health care providers, such as doctors and medical equipment companies, but also works with other businesses and individuals.

Crews is grateful to Thomson Reuters, not only because of the technology they provide but also for the way they take care of their customers.

"My business wouldn't be open without Thomson Reuters," he says. "My sales rep never tried to push me into signing up for anything—in fact, he urged me to build my suite of products slowly when I first started out. It's good to know they have the best interests of my business at heart."



We got to know more about Randy L. Crews when we interviewed him at our last Users' Conference. Now you can, too.

bit.ly/randy-crews



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It could be as simple as a downed power line or as serious as the tornados that created miles of devastation in Oklahoma.

Regardless of the cause, any interruption to your operation is bad for business. Do you have a plan that will keep the doors open?

A shocking number of businesses don't. According to Samuel J. Boyle, an emergency management analyst with enGenius Consulting Group in Huntsville, Ala., current studies show that 62% of all businesses don't have a comprehensive emergency plan.

"Most of these are small businesses," says Boyle, who works with a number of government agencies. "Whether it's business continuity or disaster recovery or even an emergency plan to facilitate fire evacuations, they don't have any plan at all."

Worse still, 40% of all businesses affected by disasters never reopen their doors. Boyle says small businesses are at the highest risk because they don't have the amount of insurance coverage or the financial cushion to stay operational.

"When Hurricane Sandy hit the East Coast, more than 450,000 businesses were damaged or destroyed," he says. "It caused more than \$25 million in economic damage to small businesses that weren't able to reopen. And we can say definitively that about 25% of those were due to lack of planning and insurance."

YOUR PARACHUTE

Having adequate insurance coverage for your firm is a necessity no matter what. But it's not the same as creating a comprehensive contingency plan.

Technology has become an increasingly important aspect of keeping businesses up and running. Whatever might cause your business to shut down, you have to be prepared to respond. The sooner you can get back to work the better—both for your clients and your business.

For starters, backing up all your firm's data is essential. Boyle recommends what he calls a hybridized method. "It encompasses the values and benefits of having an actual physical backup as well as a digital backup that's offsite," he says. A combination of the two gives you the greatest flexibility.

For many companies, says Boyle, a cloud solution is a great way to go. A cloud-based solution keeps information secure and can be accessed from anywhere (see sidebar).

If you're not using a cloud-based solution, you need a system to back up all your files. It's fine to store one copy securely in the office, but it's imperative to have a second copy offsite.

You might put everything on a thumb drive every night and take it home, but you'd better be sure you have a safe for it. Then again, if a major disaster strikes, your home could be in danger, too, which makes a bank safe-deposit box or a secure location out of town even more secure for physical hard copies of data.

KNOW WHAT MATTERS MOST

Backups of your client data—including all their contact information—are a must-have. But also back up copies of personnel files, so you can contact your employees in an emergency and continue functions like payroll even if you have to work offsite for a while.

Don't forget about other documents like business licenses or other legal paperwork. Especially if other buildings in your area are shut down, accessing them may not be easy.

There are other practical considerations, too. Do you have a generator to charge cell phones and laptops if the power is out? Where can you work from remotely if your office is shut down? How can you quickly rebuild your office or relocate if the physical premises are destroyed?

Consider the human component. In an emergency, people's safety is the first priority. Have clear evacuation plans in place and practice them. Also think about the emotional toll a major disaster might have on your employees and how you might assist them in the aftermath.

It's a good idea to sit down with your staff, think through every possible scenario that could interrupt your business, and write down a plan so you're ready to respond. Store a copy of this offsite, too.

"Your employees are a huge asset you can task to help the business recover," adds Boyle. "Because if they're in it together they'll want to find ways to overcome the mutual challenges you're facing."



We've Got You Covered

Thomson Reuters offers cloud computing options that not only let you work remotely, but also let you back up all your firm's software and essential client data, as well.

With Software as a Service (SaaS) and Virtual Office CS, all your data is backed up automatically and stored remotely on secure servers. Both options help your business keep on running no matter what happens.

Visit **CS.ThomsonReuters. com/Cloud-Computing**.



 The Federal Emergency Management Agency (FEMA) has a website, ready.gov/business, that walks you through the steps of creating a plan with your team.

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HELP & HOW-TO CENTER: One Question

Each issue, we'll highlight one of the most frequently searched-on topics in the Help & How-To Center.

How can I e-file a Consolidated Return?

To file 1120 Consolidated C Corporation returns electronically:

- 1 Complete data entry for all members of the Consolidated group.
- 2 Access Screen ELF, located under the E-Filing folder, and mark the File this return electronically field for each member of the Consolidated group. If using the Practitioner PIN option, complete the PIN section in Screen ELF for each member. Even though you need to complete the PIN section for each member, you only need to print and have the taxpayer sign one copy of Form 8879-C. Print this form from the Consolidated client so that the Consolidated name will appear on the form.
- Review all diagnostics and clear all ELF Critical diagnostics from each member.
- With the Consolidated client closed, choose File > Print Returns. Click the Tax Return option and mark the Create electronic file checkbox.
- Click Clients and select all members of the Consolidated group including the Consolidated client and the Eliminations client, if applicable.

- 6 Print the return to generate the electronic file. Note that you will not be able to preview the returns in UltraTax CS when selecting multiple clients.
- Follow the normal procedures to send the returns electronically via CS Connect.

NOTE: CS Connect will only list the Consolidated return for electronic filing; not the member returns. In addition, the number to the right of the entity in the column **Product** is the period of months if a short year/fiscal year.





For information on e-filing 1120S Consolidated S Corporation returns, visit **CS.ThomsonReuters.com/Help** and search on "1120 — US ELF: E-filing a Consolidated Return."

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The content and guidance brands you trust—PPC®, Quickfinder®, RIA®, and WG&L®—are now available in a single integrated online Checkpoint marketplace at **Tax.ThomsonReuters.com**.

Now it's easier than ever to get the critical information and guidance you need in a variety of formats. The enhanced, easy-to-use website makes it easier for you to find the handbooks, guides, e-books, treatises, online libraries, journals, apps, and other favorite resources. You can also access articles and special reports on breaking news, read legislative and regulatory updates, interact with peers and industry experts in a new online community, share experiences, and get product recommendations.

Thanks to the ability to search using advanced filters to shop by practice area, brand, organization type, media format, and a host of other options, the new online marketplace will make it easy to find the solution that best meets your needs.

For more information, visit ${\bf Tax. Thomson Reuters. com/Store}.$



MEET YOUR **SUPPORT REP**

RANDY HARRIS, Payroll Specialist, myPay Solutions



Randy, who started with myPay Solutions in 2011, brought eight years of payroll experience to his position as a payroll specialist. In 2012 he earned his Certified Payroll Professional designation, and is considered the Report Designer expert around the myPay Solutions office.

HE IS A CHAMPION, MY FRIENDS

Randy enjoys many hobbies: fishing, grilling, traveling the country, playing cards, doing math, eating, and his first love, sports. He's earned championship status in baseball, softball, roller hockey, golf, badminton, shuffleboard, indoor soccer, and-in a way to combine two of his favorite hobbies—he won a cherry pie-eating contest. We had to ask: how much pie did he gobble to win? "You only have to eat one piece," he said, "but you can only use your mouth. No hands or silverware." It sounds like a sticky situation to us, but we have no doubt, given all his accomplishments, that Randy was up to the challenge!

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WEB BUILDER CS

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Web Builder CS specializes in affordable, custom websites for tax and accounting professionals. Choose from our library of over 60 free customizable templates, or engage our design team to create a completely unique website for your firm.

A VARIETY OF OPTIONS TO MEET YOUR NEEDS

- STANDARD TEMPLATE—Select a design from our library of more than 60 free, customizable professional website templates
- CUSTOM DESIGN—Let our experts design a custom website that suits your firm's unique personality
- CUSTOM ANIMATED DESIGN—Our experts will design a unique custom website for your firm and add some eye-catching animation
- CUSTOM LOGO DESIGN—Work with one of our experienced graphic designers to build a logo that reflects your firm's image

Contact us today to start taking advantage of free monthly web hosting through December 23, 2013. Call **866.340.5652** or email **Sales@Emochila.com**.

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