

Media Release  
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## **New initiative sees accountants expand their expertise**

A program launched today will give accounting professionals the opportunity to broaden their skills to offer accounting practices advice on best practice business technology.

Reckon Limited's unique, nationwide partnership initiative, the Practice Specialist Program, will give accounting professionals the skills to provide technology consulting, sales and training support to accounting practices. Following a comprehensive trial, the program is now seeking expressions of interest from professionals wanting to undergo the accreditation program.

"This program enables accounting professionals to partner with Reckon to support practices implementing leading edge technology. Partners will have extensive experience in public practice management and, therefore, be able to identify the most efficient and profitable accounting solutions," said Reckon's Business Division CEO Gavin Dixon.

David Parasol, Managing Director of CT Solutions, a Melbourne based consulting firm has been a Reckon Accredited Partner for many years and took part in the Practice Specialist Program trial. Parasol is a practising accountant and has found other accountants have welcomed his expertise.

"As a result of the trial I have been continually following up leads with potential clients. I am finding accounting firms want to improve efficiencies by implementing technology but are uncomfortable with making changes. Demonstrating the software functionality of programs such as Reckon Elite to accountants has proven successful as many instantly see the benefit to their business," said Parasol.

Candidates who are successful in the selection process will participate in a three-day induction program. The program will introduce Practice Specialist's to advanced practice management software such as Reckon Elite, APS, Reckon Docs Corporate Services, Reckon Desktop Super as well as QuickBooks. The program also includes valuable sales and presentation skills training. Further in-depth accreditation training will be provided.

"As the trial has proven, this strategy will provide better support to accounting practices across Australia and allow specialists to leverage off Reckon's wealth of resources to grow their business, increase their knowledge and build a network of professionals in their own community," says Dixon.

Practice Specialists will receive ongoing training and support to ensure they have the tools to help grow their business as a partner. For more information visit [www.reckon.com.au/practicespecialist](http://www.reckon.com.au/practicespecialist)

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**About Reckon**

Reckon Limited (RKN) is listed on the Australian Stock Exchange and provides award-winning business management solutions for the wealth management, SOHO, SME and accounting sectors. Reckon supplies QuickBooks and Quicken accounting and financial management software and is the parent company of APS, Reckon Elite, Reckon Docs and BillBack. World headquarters are located at 35 Saunders Street, Pymont, NSW 2009 Australia.

For more information, visit [www.reckon.com.au](http://www.reckon.com.au)

**Further information:**

Reckon Practice Specialist membership includes:

<ul style="list-style-type: none"><li>• Commissions on sales</li></ul>	<ul style="list-style-type: none"><li>• Invitations to industry events</li></ul>
<ul style="list-style-type: none"><li>• Direct sales leads from Reckon</li></ul>	<ul style="list-style-type: none"><li>• Sales support tools and customer relationship management</li></ul>
<ul style="list-style-type: none"><li>• Dedicated business development manager</li></ul>	<ul style="list-style-type: none"><li>• Marketing support</li></ul>
<ul style="list-style-type: none"><li>• Listing of your business on the Reckon website</li></ul>	<ul style="list-style-type: none"><li>• Three day induction training including sales and presentation skills</li></ul>