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*The E-Myth Accountant:
Why Most Accounting Practices
Don't Work and What
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Firm's New 'Front Door' Draws Multiple Leads and Secures New Clients

Firm credits new website for recent growth and elevating client satisfaction

Brian Lint, CPA, partner at Lint, Singleton & Heintz CPAs, PC, understands the necessity of a great brand. Brian and his partners joined the RootWorks Academy in 2012 and since have launched a powerful new website that clearly differentiates the Lint, Singleton & Heintz brand from its competitors.

A website is so much more than a static brochure. Today's progressive firms recognize that a website serves as the new front door to a business. In a search-engine-driven world, the Internet is where people go to find the services they need. And prospects are far more likely to click through to websites that are professional, aesthetically pleasing, intuitive, and offer advanced functionality.

"We love our new website. It's clean and offers clients a place to conduct business with our staff through the Client Center [portals]," stated Lint.

To date, the firm has converted about 20 clients to portals.

"We've accomplished so much in such a short time with RootWorks."

*Brian A. Lint, CPA
Partner, Lint Singleton & Heintz*

"We will get all clients up and running on portals eventually...that's our goal. We are now just trying to keep up with the requests. Clients that have viewed our new site are calling and asking to be set up on portals immediately. They love the convenience of having their documents accessible any time they need them. And we love that we are able to offer clients 24/7 access to our firm."

Prior to having the Client Center, the firm relied on emailing documents and files. However, with larger files, email simply couldn't handle the load, and many bounced back. Portals solved that issue right out of the gate.

"We have heard lots of positive feedback from every client we have pushed to a portal. They are

thrilled with the new level of service that we are able to provide. And we don't mess with email anymore."

Not only has the new site enhanced client satisfaction, but it has also driven new business to the firm.

"Since the launch of our website, we've had multiple leads come through. We've already scheduled seven onsite meetings with prospects, which means they are as good as converted to clients," Lint stated.

Brian Lint strongly believes that the progressive feel of the firm's site reflects on the services his firm offers. "Talking to new prospects and existing clients, it's clear that the power of our brand speaks to the level of service we offer. In their minds, because we offer an advanced platform and professional content within the site, they feel that our services are also more advanced than those of other firms...that we offer more innovative and strategic tax planning and



are more up-to-date on tax laws and compliance. We do offer more advanced services, and now we have a web presence to support that. It's amazing what a powerful brand can do!"

Lint admits that his only regret is that his firm didn't join the RootWorks Academy sooner.

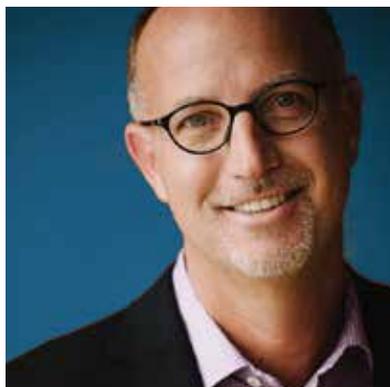
"We've accomplished so much in such a short time, including full branding, launching the new website, setting up client portals, and creating a presence in the social media space [including Facebook, Twitter, and LinkedIn]. We couldn't have done any of this on our own."

With their powerful new front door in place, the firm of Lint, Singleton & Heintz is prepared for a prosperous future.

Discover a simplified, accelerated path to becoming a Next Generation Accounting Firm™. Attend this new event and learn the concepts behind accelerating your firm's success—just like RootWorks member, Brian Lint!

CPA Practice Advisor

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—Randy Johnston

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Randy Johnston, Executive VP of K2 Enterprises and President of Network Management Group, Inc.

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