



Expand Services, Attract New Clients, Build New Revenue

Avalara has made it extremely easy for your firm to solve your clients' sales tax issues and add profitable billable sales tax engagements. The **Accountants Advantage Program (AAP)** helps your firm provide end-to-end sales tax services without the low-margin and tediousness that is usually associated with providing sales tax services.

Why Join AAP?

Sales tax services are often ignored in many accounting firms and considered an underserved market because many accountants view sales tax as tedious and complex due to ever changing rates, rules and low margins.

This was definitely true in the past but Avalara has made sales tax services an easy to provide, profitable, value-added service that any firm can offer. Avalara has automated the end-to-end sales tax compliance process through our innovative software. While the complexity has been simplified, the statutory requirements that businesses deal with everyday remain. This is where your firm comes in and becomes the sales tax expert!

With **AAP**, your firm can use Avalara's automated services to help clients achieve compliance, from accurate sales tax calculations to exemption certificate collection and on time, accurate return remittance. While these tasks are automated, your firm can offer ancillary sales tax services like Avalara software setup and training, sales and use tax reports and analysis, nexus studies, etc. We've made it simple. Your firm becomes the hero, increases the value of its current client relationships, attracts new clients and makes more money.



Getting started
with **AAP** is easy.

To enroll visit
www.avalara.com/aap


























Providing End-To-End Sales Tax Compliance Services Is Easy As 1-2-3

1. Sales tax rate calculation with AvaTax Calc
 - Manage for client, recommend, or resell
 - Add billable engagements
 - Calculation set up
 - Training
 - Reporting
 - Nexus and taxability studies
2. Exemption certificate collection and management with AvaTax Certs
 - Manage for client, recommend, or resell
 - Add certificate collection and management billable engagements
3. Sales tax return preparation, filing and remittance with AvaTax Returns
 - Approve returns and filings for client or recommend
 - Add return set up and reporting billable engagements

Offer Additional Value To Clients,
View AAP Benefits On Other Side →

AAP Features

AAP provides your firm use of nearly all Avalara's products and services, and receives the resources and support it needs to confidently offer sales and use tax services to its clients.

AAP Membership Features	Standard	Pro
Membership Pricing	\$95/Yr	\$190/Yr ¹
Software For Your Firm's Use		
AvaTax Calc – Unlimited use for firm's transactions AvaTax Calc ERP Integrations – Choose one not-for-resale copy of an ERP Connector: Dynamics GP, Intacct, QuickBooks, Sage MAS 90/200, 500, Peachtree and excel		
AvaTax Certs – When firm also uses AvaTax Certs Client Management		
TrustFile eFile – Not-for-resale copy to electronically remit single state, up to five sales tax IDs		
Discounts For Your Clients		
AvaTax Calc – 20% off activation fee and first year service ²		
AvaTax Certs – 20% off activation fee and first year service ²		
AvaTax Returns – 20% off activation fee ²		
Revenue Opportunities For Your Firm		
AvaTax Calc – 20% commission on Avalara 1 st year net revenue for reselling AvaTax Calc to clients ²		
AvaTax Calc Client Management – Firm manages transactions for client at a cost of \$400/year per client for up to 2,000 transactions each per year ² . Client fee determined by firm.		
AvaTax Returns Client Management ³ – Firm approves clients' sales tax returns at cost of \$22.50/return. Client fee determined by firm.		
AvaTax Certs – Earn a 20% commission on Avalara 1 st year net revenue for reselling AvaTax Certs to clients ²		
AvaTax Certs Client Management – Firm collects and manages exemption certificates for client at a cost of \$350/year per client for up to 2,500 certificates (does not include fax fee). Client fee determined by firm ²		
TrustFile – Discounts for each additional five tax IDs per state		
Professional Services – Discounts on nexus studies, audit defense, and more. Client fee determined by firm.		
Training and Informational Resources – Access to members-only web portal, Avalara University, CPE opportunities, partner newsletter, online forums		
Avalara Product Support – Unlimited support via chat, phone, or e-mail, Monday-Friday during business hours		

¹ For up to 50 companies firm manages with AvaTax Client Management

² Cannot be combined with any other offer or discount

³ Must use in conjunction with AvaTax Client Management