

Reckon connects SMEs, accountants and bookkeepers with new site

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Reckon's Partner program comprises an array of specialists that have a wealth of industry knowledge, as well as certification across Reckon's suite of products. The website benefits both SMEs and Reckon Partners by allowing businesses to search for a suitable and trusted accountant or bookkeeper and easily connect with them.

Sam Allert, Managing Director Australia New Zealand, says, "Being able to find an expert in the field, with a wealth of knowledge across the Reckon product suite, will help further take the accounting burden off small business owners."

"Technology and software in general is often under utilised – this site can help put businesses in touch with professionals that are able to optimise not only how their business operates, but add value to the bottom line by increasing productivity and automation," he says.

The site offers a searchable mix of accountants, bookkeepers, trainers and business consultants who can help business owners to get the most out of their Reckon software, or just generally find a trusted financial professional to help them manage their business.

By simply searching by location or keywords, users are provided instantly with a shortlist of relevant professionals. They are able to not only drill down to see local partners in their area, but can also read their business profile and contact them directly from the site.

For Reckon Partners, the site gives them a platform to communicate to small businesses, as well as showcase their expertise and locality.

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