

# CPA Practice Advisor

Today's Technology for Tomorrow's Firm



## Our Readers Choose the Products They Love

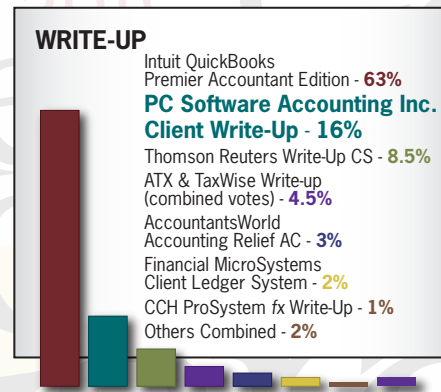
By Isaac M. O'Bannon,  
Technology Editor

We don't wade into politics at this publication, but the upcoming change in control of the U.S. House of Representatives will certainly bring changes to business law and taxation. Regardless of your perspective on these changes, they will directly affect your clients and practice, which means that keeping up with the changes is imperative to providing optimal service to your clients. Likewise, it's important to keep up with new technologies that can help you and your clients be more efficient and productive, which are increasingly important as we continue through this tough economy.

Each year, the Readers' Choice Awards give our readers the opportunity to help shine a spotlight on the technologies, services and vendors they use and trust — the ones that help them succeed in their profession, and those that they find valuable for their clients. While voting for the awards is not scientific and can sometimes resemble a popularity contest, that's absolutely fine with us. We believe that technologies and vendors who've earned a positive reputation and have users who are eager to praise them are probably deserving of recognition by the accounting profession.

If you'd like to see how your practice is doing in terms of technology and workflow, take our free online Productivity Survey at [www.CPATechAdvisor.com/productivity](http://www.CPATechAdvisor.com/productivity). Your Productivity Score gives comparisons with other firms of your size and nature, as well as comparison to those in your geographic area. The results also offer advice tailored to your firm for how you can achieve greater productivity.

Voting for the awards was open during October to all professionals through our website, [www.CPATechAdvisor.com](http://www.CPATechAdvisor.com). Thank you to all of the readers of *The CPA & NSA Technology Advisor* who took the time to vote in this year's Readers' Choice Awards. Here's wishing you a wonderful holiday season and a successful tax season. ■



► **WRITE-UP INSIGHT:** Still one of the bedrocks of many professional practices, client write-up can be a chore, but scrutinizing hundreds or thousands of transactions for errors or deception can be vital to a small business' financial strength and can help reinforce the client-accountant relationship. Write-up systems have dramatically evolved over the years, with most accountants adopting the professional accountant version of QuickBooks because of the ease with which they can work with the data from their small business clients, who overwhelmingly use the ubiquitous small business bookkeeping software. But there are still some strong independent write-up programs on the market that offer advanced, accountant-focused capabilities. Following QuickBooks in voting this year are systems from PC Software Accounting, Thomson Reuters, CCH Small Firm Services, AccountantsWorld, Financial MicroSystems and CCH.

