

PRESS RELEASE



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FOR IMMEDIATE RELEASE

SureBooks™ to bring SIN back to the Accounting Profession in a Free Webinar for CPAs, Bookkeepers, and other Financial Services Professionals on June 3, 2010.

Event addresses how CPAs, Bookkeepers, and other Financial Services Professionals can take some practical steps to get more strategically involved, increase focus on higher value client services, and find new clients in spite of the economic downturn.

McKinney, TX. (May 25, 2010) – SureBooks™, a company specializing in empowering small to mid-sized accounting and tax firms to grow their practices, expand their roles and control expenses, today announced it will offer a free Webinar for CPAs, Bookkeepers, and other Financial Services Professionals, entitled “We’re Bringing SIN Back to the Accounting Profession – Reinventing Your Practice in the ‘New Normal!’” on Thursday, June 3rd at 3 p.m. EDT and 12 p.m. PDT.

The Webinar will offer practical steps for CPAs, Bookkeepers, and Financial Services Professionals to:

- get more **S**trategically involved with existing clients,
- **I**ncrease their focus on high value services, such as financial planning
- identify **N**ew clients in spite of the economic downturn

“The recent times have been so tough on small businesses, this is a great way for professionals in the financial services industry to learn some practical steps to thrive in the ‘new normal’,” says Max Toy, SureBooks Executive Vice President, Sales and Marketing.

For more information on the free Webinar or to register for the event, visit [SureBooks](http://SureBooks.com).

About SureBooks

[SureBooks](http://SureBooks.com) offers a unique partnering opportunity for CPAs, Bookkeepers, Tax Preparers and other financial services professionals. We lend support to monthly financial processing and data entry, and offer business-enhancing programs that address everything from continuing education to around-the-clock support.

We empower our SureBooks Certified Affiliates to achieve heightened expense control, greater business capacity, and the freedom to spend time on higher value services for your clients. From bookkeeping, reporting, business support and analytics to tax preparation and compliance filing, SureBooks delivers a comprehensive suite of services in support of our Affiliates.

For more information, visit www.surebooks.com.

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