

THOMSON REUTERS

CHECKPOINT™



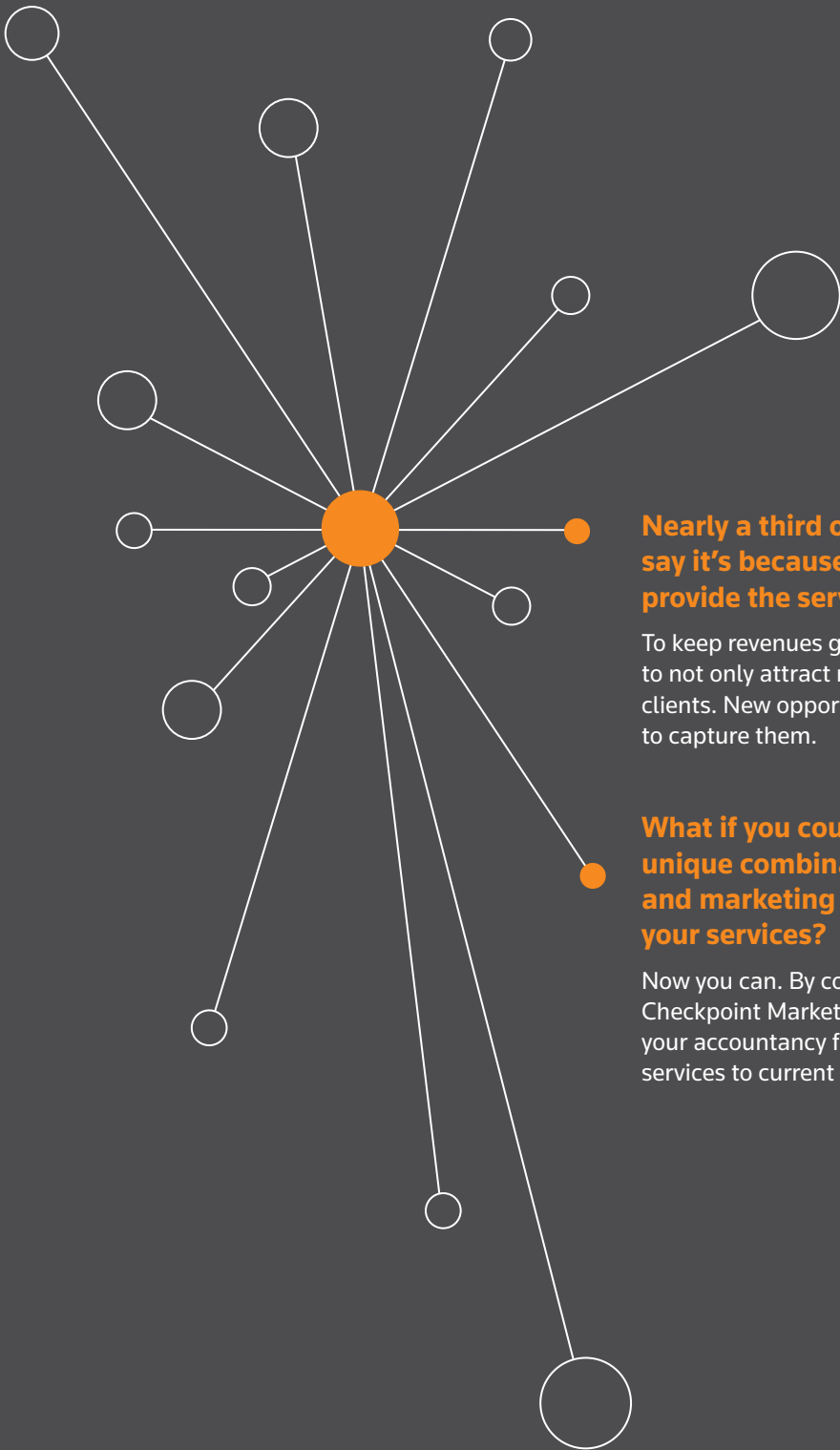
## Expand your services, widen your reach.

Capture more opportunities and grow your accountancy firm with a unique set of tools from Thomson Reuters.



the answer company™

THOMSON REUTERS®



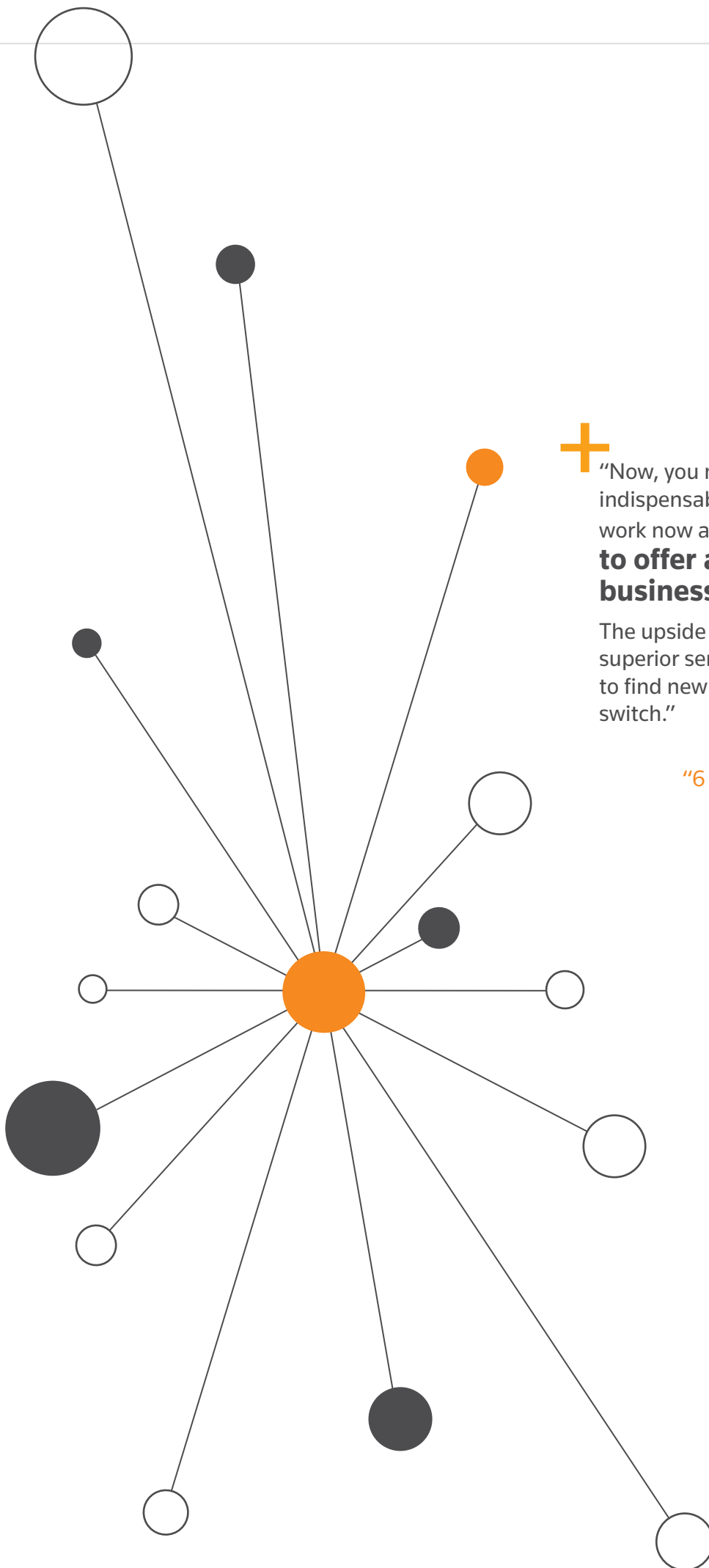
**Nearly a third of clients who leave accountancy firms say it's because they outgrew the firm or the firm didn't provide the services they needed<sup>1</sup>.**

To keep revenues growing at your firm, you need to diversify your services to not only attract new clients, but also deliver more for your existing clients. New opportunities are waiting for you now — if you have the tools to capture them.

**What if you could generate new revenue by leveraging a unique combination of time-saving tax research, guidance and marketing tools to efficiently expand and promote your services?**

Now you can. By combining Thomson Reuters Checkpoint® UK and Checkpoint Marketing for Firms Social Media Solutions, you can position your accountancy firm to grow revenue by offering a broader range of services to current and prospective clients.

1. Source: Serving and Retaining Small Business Clients, SourceMedia Research via ADP, 2014



“Now, you must find new ways to be indispensable. With much compliance work now automated, **you need to offer a wider breadth of business advice services.**”

The upside is that if you provide a superior service, it will be much easier to find new clients who are looking to switch.”

— Lauren Jack,  
“6 Accounting Trends That Will  
Shape Your Career in 2017”,  
[aat.org](http://aat.org)

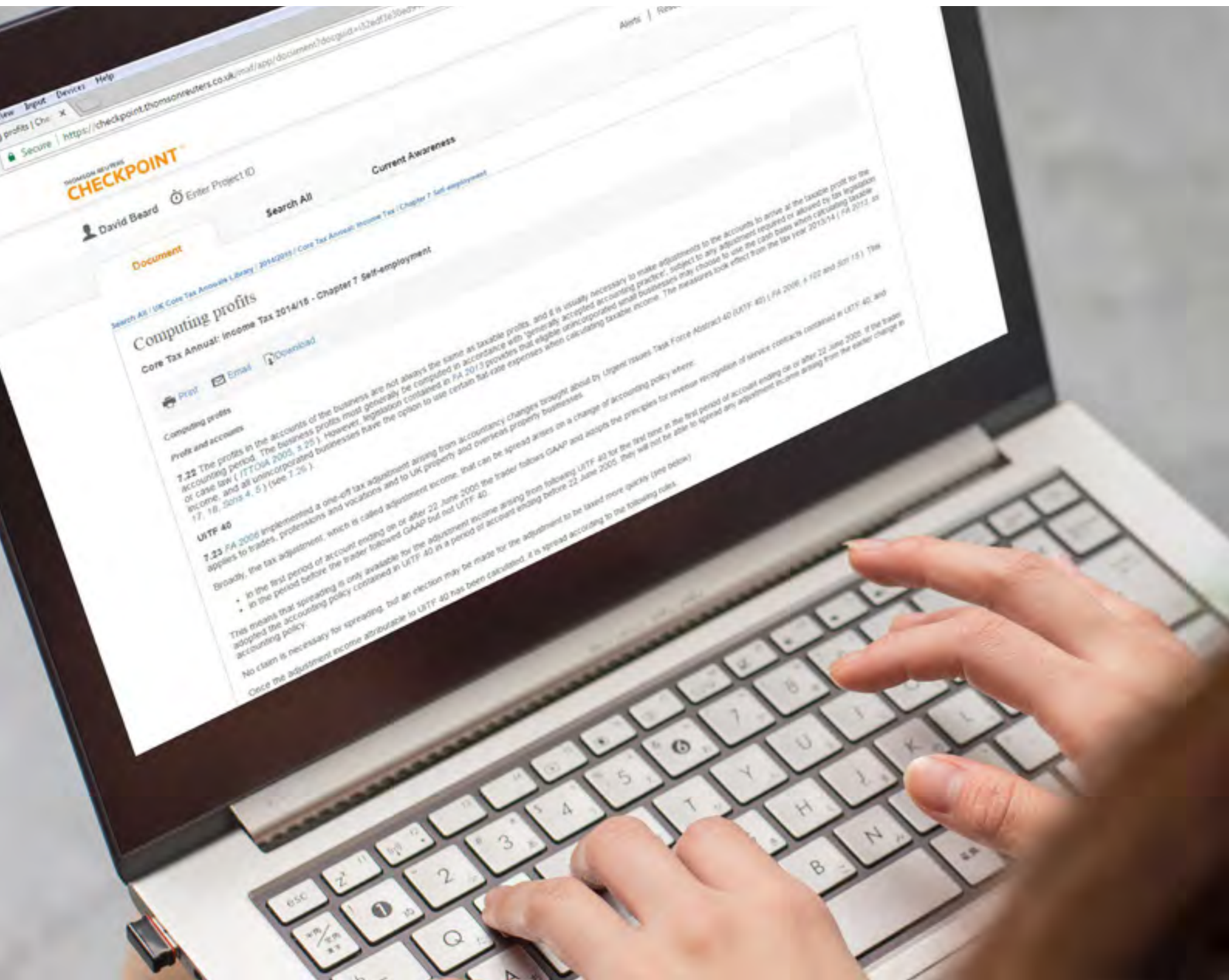
## Take your tax research to the next level.

Streamline your workflow and be better positioned for revenue-generating activities, such as helping your clients plan a purchase or sale of a business.

Rather than referring clients elsewhere, you can offer them more value in-house. The advisory resources in Checkpoint UK make it easy for you to deliver services that clients need at any stage of their business tax planning. With the latest advisory resources on hand, you can quickly make sense of unfamiliar areas of tax practice, delivering exceptional value for current and prospective clients.

**+** “Checkpoint UK is a great product, which I have found to be extremely reliable and I particularly like the weekly news updates. I wouldn’t hesitate in recommending this solution to other practices looking for comprehensive research and guidance in all areas of tax.”

— Emily Collins, Director,  
Emily Collins Personal Tax Ltd.



## Get trusted answers and provide exceptional advisory services to your clients.

By taking advantage of the latest technology and modernising your tax process with Thomson Reuters Checkpoint UK, you can provide your clients with additional services and have the capacity to attract and attain prospective clients. Ensure greater accuracy while completing your tax research and compliance tasks in a more efficient manner, and gain confidence in your planning and decision-making with expert guidance and the most up-to-date legislation, news and information available at all times.

### It's an ideal solution for expanding your accountancy firm's services on tax planning and transactional work as you will:



Save time and improve efficiency by taking advantage of intelligent search technology to quickly reach accurate answers online



Be able to easily access critical materials and resources including UK Core Tax Annuals, HMRC Manuals and UK legislation, HMRC investigations and enquiries, analysis, commentary and more



Expand your reach to clients with global interests with international tax materials, including OECD materials, coverage of international tax rates, VAT and more



Keep on top of the latest legislative changes with hourly awareness updates and email alerts

## Get prospective clients in the door faster and ensure existing clients know your capabilities.

From client comments and reviews to the quality of your firm's posts and interaction with followers, your social media activity can have a big impact on your firm's success. Checkpoint Marketing for Firms Social Media Solutions makes it easy to take your social strategy to the next level with:

- Engaging content written by tax and accounting experts
- A user-friendly, multi-channel publishing platform
- Strategy support to help you define your key performance indicators and reach your goals
- Performance metrics and analytics to monitor your firm's reputation, track engagement with your content, access trending topics and more

Having a solid social media strategy and tools in place ensures clients can more easily find and engage with you early on, when they first start looking for a provider. And when tax and accountancy laws and standards change, you can proactively advise your social followers on what those changes mean to them, tying your posts to your firm's high-value services.



# Checkpoint Marketing for Firms

## Social Media Solutions



### Checkpoint Marketing Social Media Solutions

2017 Accounting Today

Top New Product — Marketing Tools



### Checkpoint Marketing Social Media Solutions

Winner: 2017 Gold Stevie® Award

New Product or Service of the Year —  
Content Marketing Solution



### Checkpoint Marketing Social Media Solutions

Winner: 2017 People's Choice  
Stevie® Award

Favorite New Product



### Checkpoint Marketing Social Media Solutions

Finalist: 2017 SIIA CODiE Award

Best Content Marketing Solution



"We tried other social media management platforms but found them to be too complex and not at all user friendly. **Checkpoint Marketing for Firms is, by far, the easiest to use** and we are confident that it will help us to build brand awareness and share our expertise as qualified accountants in a much more timely and consistent way."

— Patricia Reynolds,  
Practice Manager,  
Reynolds and Co

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## Thomson Reuters®

Thomson Reuters is the world's leading source of news and information for professional markets. Our customers rely on us to deliver the intelligence, technology and expertise they need to find trusted answers. The business has operated in more than 100 countries for more than 100 years. Thomson Reuters shares are listed on the Toronto and New York Stock Exchanges (symbol: TRI).

For more information, visit [tr.com](http://tr.com)

## Thomson Reuters Checkpoint®

Thomson Reuters Checkpoint tackles market disruption through integrated research, editorial insight, productivity tools, online learning and news updates along with intelligent links to related content and software. It is relied on by hundreds of thousands of tax and accounting professionals and counts among its customers 97 of the Top 100 U.S. law firms, 99 of the Fortune 100 companies and all of the top 100 U.S. CPA firms.

For more information, visit [tax.thomsonreuters.co.uk/checkpoint](http://tax.thomsonreuters.co.uk/checkpoint)

## Thomson Reuters Checkpoint® Marketing for Firms

Checkpoint Marketing for Firms provides innovative content marketing services and resources that will help your firm thrive — including Social Media Solutions, named as one of Accounting Today's Top New Products of 2017. Our range of customizable, attention-grabbing newsletters, communications and thought leadership content make it easy to connect with clients, reinforce your brand and ensure the best return on marketing investment.

For more information, visit  
[tax.thomsonreuters.co.uk/checkpoint  
social-media-for-accountants](http://tax.thomsonreuters.co.uk/checkpoint-social-media-for-accountants)

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