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Accounting Solutions Seminar draws praise, high ratings

More than 350 accountants, bookkeepers and tax agents participated in Reckon Limited's Accountant Solutions Seminar with those delegates ranking the event highly relevant to their businesses.

Staged in five cities from 28 April to 6 May, the free half-day event addressed new software applications developed to strengthen business practices and performance as well as recent changes to the tax system. The seminar focused on Reckon Elite's practice management software and various other integrated Reckon products and services.

"The seminars were very helpful and informative," said Cathy Fanning, director and founder of The Temporary Alternative, a Melbourne-based software training, consulting, bookkeeping and virtual services provider. "It was great to hear and see all the new features."

The Accountants Solutions Seminar kicked off in Brisbane on 28 April, with stops in Sydney, Melbourne, and Adelaide, before concluding on 6 May in Perth. The seminar was well received in all cities with 98 per cent of attendees saying they would recommend the event to others.

Each seminar was divided into two sessions, both designed to help accountants and tax agents streamline their operations and increase profitability. Simultaneously, the integration of various Reckon software products helps those practices deliver better value to clients.

The first session, titled Cost-effective Practice Management Software, discussed the Reckon Elite Tax, Ledger, Asset, and Practice Management products, and how each can be seamlessly integrated to quickly stimulate practice productivity and efficiency. The second session, Advanced Practice Management – tomorrow's solutions, today; provided a detailed examination of new product offerings and updates developed for accountants to make quick work of the latest tax changes. These consisted of Desktop Super, Ledger Report Writer, Reckon Docs, Asset Manager and QuickBooks Accountant Edition 2009/10 QBⁱ series accounting software.

Featured presenters, who also earned high approval ratings by delegates, were software and training experts with years of accounting industry experience. They included David Parasol of CT Solutions in N. Richmond, Vic., Eleanor Whitchurch (Whitchurch Consulting, Hobart), Tony Pollard (Amable Management Services, Burwood, NSW), and Clayton Oates (QA Business, Alstonville, NSW).

Following the success of this year's program, preparations are underway for Reckon's Accountant Solutions Seminar in 2010.



About Reckon

Reckon Limited (RKN) is a publicly-listed Australian company, providing award-winning business management solutions for the wealth management, SOHO, SME and accounting sectors. Reckon supplies QuickBooks and Quicken accounting and financial management software and is the parent company of APS, Reckon Elite, Reckon Shelco and Reckon Espreon. World headquarters are located at 35 Saunders Street, Pyrmont, NSW 2009 Australia. For more information, visit www.reckon.com.au or contact:

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