

“I have a real passion for small business. Working online helps my clients—and me—stay in tune with what’s going on.”



Ryan DesRochers
Peterson Business Services
Certified QuickBooks ProAdvisor®
Battle Ground, WA

Why Ryan became a Diamond-level ProAdvisor

When Ryan was looking for career options that would give him more time with his kids, he saw the value of the ProAdvisor Program right away. *“Getting my practice out there for local businesses to find—that alone was reason to join.”*

Ryan didn’t set out to achieve Diamond-level status—that was just the bonus from getting most of his clients onto QuickBooks® Online. For Ryan, working online makes good business sense, so growing his online client base was natural for his practice.



“I think of QuickBooks Online as the pulse of the small business. I want to be able to go in and check it regularly, make sure everything’s healthy.”

Priority listing on Find-A-ProAdvisor

As a Diamond-level ProAdvisor, Ryan gets a top rank on the online directory, which has been great for building business. He gets about three calls a week—giving him more connections than social media. *“For people in my community to be able to look me up, see my certifications and give me a call—that is huge.”*

Staying on top of things

In Ryan’s mind, access to training is another key part of being a ProAdvisor. He uses it to find out what’s new, learn best practices from the experts, and to keep up to date on the latest developments. It gives him confidence that he’s offering the best possible service to his clients.

“Being a ProAdvisor helps me do my job better. I love to see my clients succeed, to see their businesses grow and to support them along the way. To be a part of that is priceless.”

