

“The support you get when you’re certified is fantastic. Intuit will always have your back.”

Pat Hartley, MBA

Owner, Accounting on the Go!
Menifee, CA

Advanced Certified QuickBooks ProAdvisor®



Becoming a star to her clients

Pat Hartley always dreamed of being a rock star. “Instead I became an accountant,” she says with a laugh, “because I can’t sing and I don’t like to sweat.” The truth, though? She did fulfill her dream, at least in the eyes of her clients, they see her as a star.

Pat maintains this reputation by renewing her advanced QuickBooks® certification year after year. She says that advanced certification helps her keep her skills sharp, but it offers something else, too: Diamond-level technical support. That means she can solve clients’ problems with confidence. “The support is a game-changer for me,” Pat says.

“What helps me be a superstar is the support... The [support reps] pick up the phone and they know exactly who I am. They say, ‘Hi, Pat!’ and they take care of the issue—It looks like I am a total rock star to the client.”

Strengthening her reputation—and her network

By connecting her with top-tier support and challenging her to keep her skills sharp, Pat’s advanced certification provides the credibility she needs to attract prospects. “We feel pretty special, those of us who are advanced... It kind of builds our confidence [in] what we’re doing... [and] it helps me get business.”

Much of that business arrives through the Find-a-ProAdvisor online directory. Pat also uses the directory to find peers with complementary specialties. If one of her clients needs Point-of-Sale expertise, Pat will consult the directory to locate the right accountant. “It’s a win-win... I know who the experts are in other products... I’ve made friends. Even though we compete, we still need to network together.” The result? Pat is not just a star to her clients—she’s a star to fellow accountants, too. For Pat, that’s a dream come true.

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My favorite part is cleaning up [a mess], training [my clients], and then seeing the lights go on and they say, ‘oh my gosh! Why didn’t I know that?’ I consider myself their most trusted advisor.”

Take your practice to the next level, just like Pat. Become a QuickBooks ProAdvisor today.

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