

“I feel very strongly that small business clients need a higher level of accounting expertise.”

**Veronica Wasek**  
VM Wasek CPA, LLC  
Sugar Land, TX  
Advanced Certified QuickBooks ProAdvisor®



#### The master problem-solver

Veronica loves it when clients approach her with a challenge. “I really like solving problems and coming up with new ideas,” she says. “I like finding solutions.” Finding those solutions requires the right tools, which is one reason she loves the ProAdvisor Program: her membership includes a comprehensive package of the latest QuickBooks® software.

Access to this software means she can take on any QuickBooks client—and solve almost any problem they might have. “We’ll have about three years’ worth of software downloaded into each of our computers,” she says. Another big advantage? Helping her clients save on the tools they need. “You have product discounts you can take advantage of.”

*“I realized I’d be more successful if I specialized in QuickBooks and became an expert. I got my first QuickBooks ProAdvisor certification and never looked back.”*

#### Why Veronica got certified

When Veronica launched her practice, she wasn’t sure how to demonstrate her expertise. By becoming QuickBooks certified, she gained the credentials she needed to grow her reputation—and her business. “My advanced certification... places me in a very elite group of professionals. I decided to get certified to solidify my status as an expert.”

#### How Veronica grows her business

Building her firm’s success had a lot to do with another important ProAdvisor benefit: the Find-a-ProAdvisor online directory. Because she can post certification badges on her profile, she’s able to sell herself as an expert. “The biggest benefit for me is being able to set up my ProAdvisor profile on [the directory]. The majority of my business comes from that website.”

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“We use QuickBooks Enterprise, and even just getting that certification really took my business to a whole other level. I would encourage anyone in the ProAdvisor Program to go and get certified, because that helps with your expert status.”

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

Join now