



Accounting that's better together

Claire Van Holland
Xero-certified advisor

Learn more at xero.com

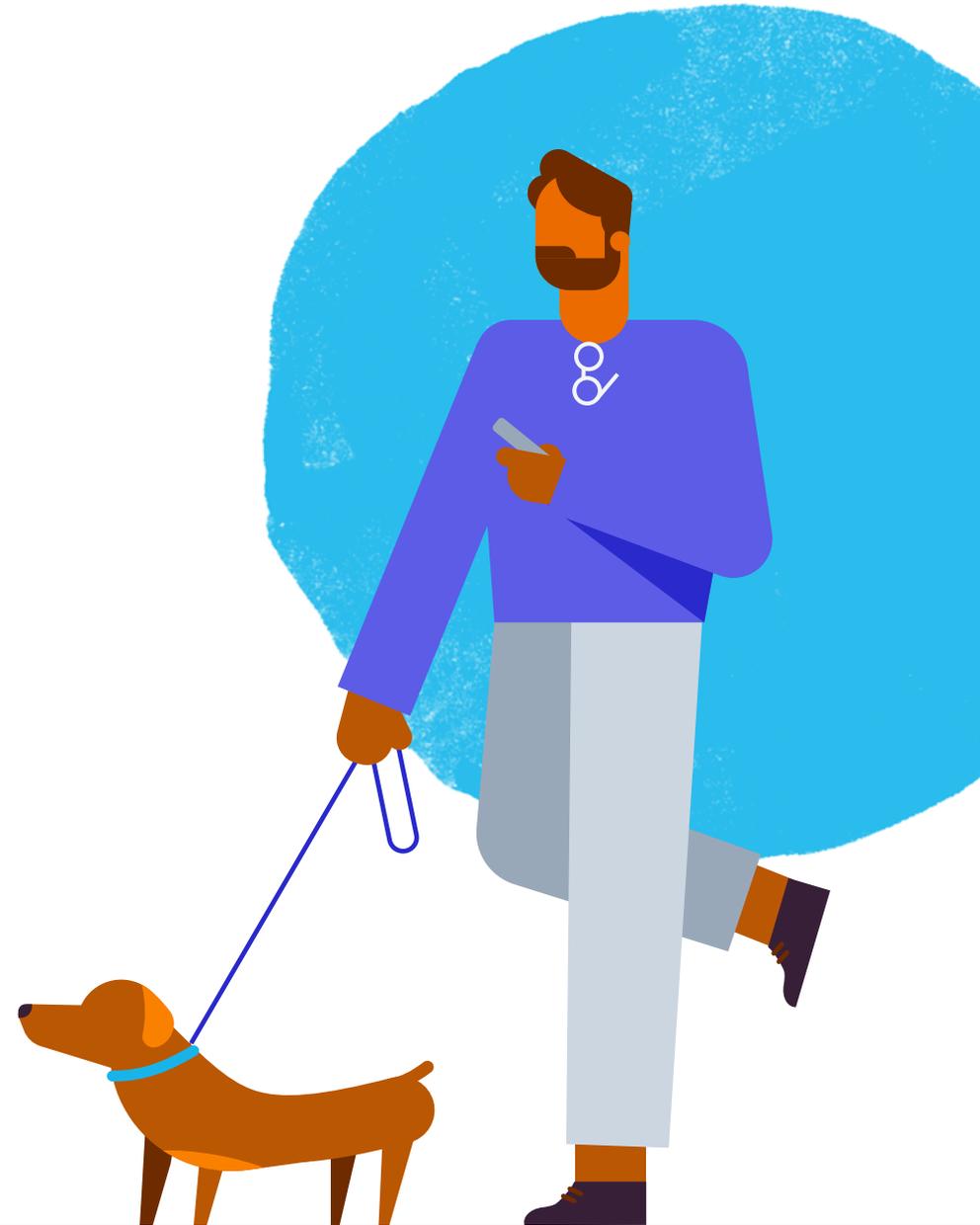
Introducing Xero

WHAT IS XERO?

Xero is a powerful online platform that provides the features and flexibility to drive efficiency and growth across your practice. From a diverse suite of accounting tools to integrated practice management software to 800+ connected apps, Xero delivers everything you and your clients need to be more productive, more efficient, and more profitable.

There's no software to install, set up is a breeze, and only one login is needed to manage your practice and clients. And, as a member of the Xero partner program, a range of benefits are offered to help grow your practice.

Xero makes business beautiful by connecting the right people with the right information, anytime, anywhere, on any device.





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Xero has been a true partner for us on our journey. They truly believe in us as a firm and show it through advice and support whether it be marketing, third-party apps, or best practices. We wouldn't be where we are now without them.

Tate Henshaw

Xero-certified advisor

Tools and resources to help you along your Xero journey

Xero partners have access to online training and education, marketing tools, and resources – not to mention a dedicated account manager and support – all as benefits of our beautiful partnership.

XERO CENTRAL

Xero Central is your support hub for any information you might need about Xero. You can find answers to your questions and more information on a variety of topics.

XERO CERTIFICATION

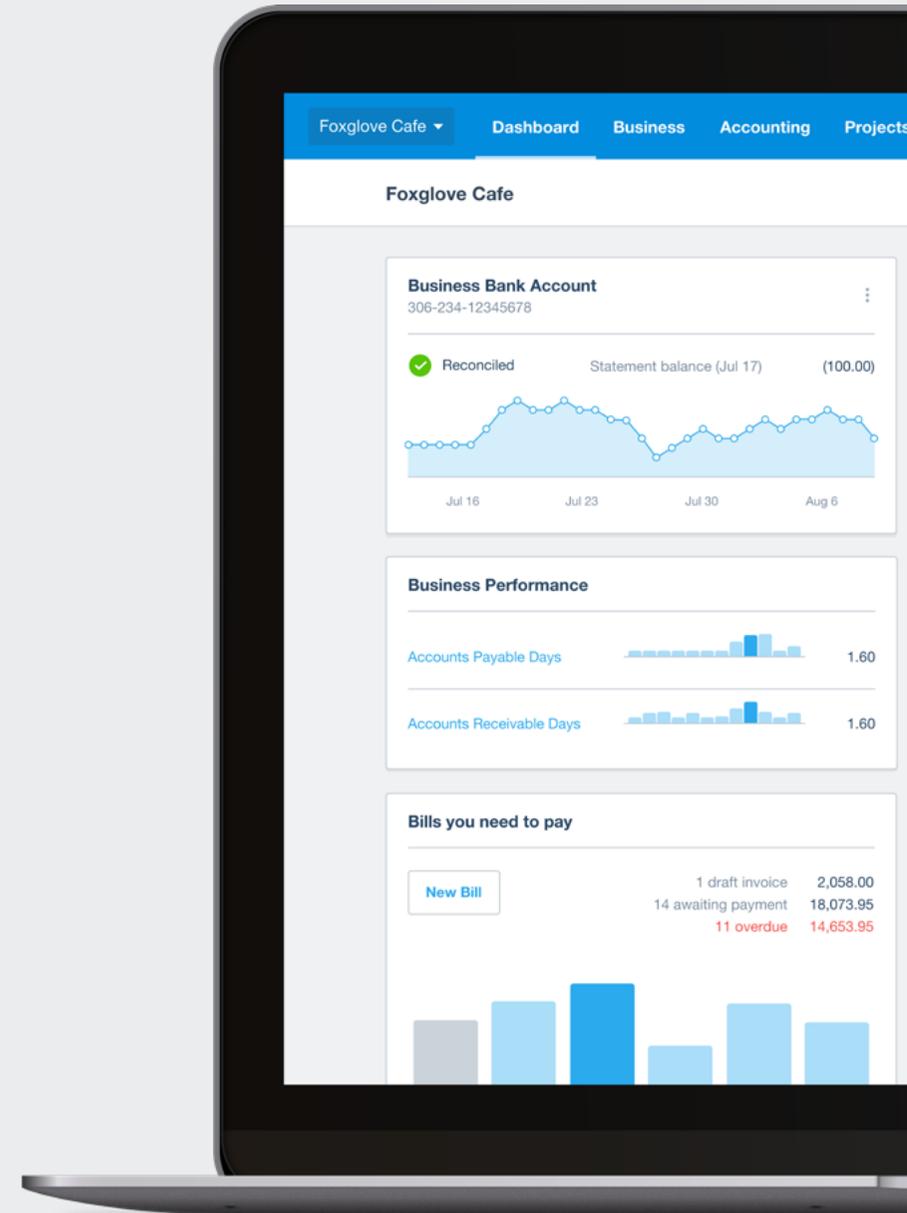
Become skilled and knowledgeable in key areas of Xero through education and training programs. Afterwards, you'll be well-prepared to advise clients on using Xero and managing their businesses successfully.

XERO LEARNING

Become an expert with Xero learning and earn achievements for select programs like app advisory. You can also add badges to your listing on Xero's advisor directory.

PARTNER TOOLKIT

Our toolkit is your all-in-one resource to learn, grow, be seen, share, and more.





Xero just made it a seamless process. It's something that flows in and out through beautiful tables and graphs that allow me to do what I love doing which is creating.

Amy Yeung

Founder, Orenda Tribe

Xero partner program

The Xero partner program rewards you with a range of benefits that you can tailor to the goals of your practice. We've created it to make you even more successful – no matter what success means to you.

BENEFITS AT A GLANCE

- * Practice software that seamlessly integrates with Xero
- * Marketing to help you grow your practice
- * Education for you and your team to learn Xero
- * Discounts on your clients' Xero subscriptions
- * Free subscription to run your practice



PARTNER BENEFIT POINT	1-24	25-74	75-299	300-999	1,000-3,999	4,000+
Free subscription to Xero to run your practice (including unlimited Projects and Expenses)	✓	✓	✓	✓	✓	✓
Xero XQ to manage your practice's client portfolio	✓	✓	✓	✓	✓	✓
Access to Xero marketing materials and collateral for your team and client events	✓	✓	✓	✓	✓	✓
Xero advisor directory listing to help businesses find you	—	✓	✓	✓	✓	✓
Xero Practice Manager to manage work and time	—	—	✓	✓	✓	✓
Xero Workpapers to manage your workpapers online	—	—	✓	✓	✓	✓
Discounts on Xero subscriptions*	—	15%	20%	25%	30%	30%

*Conditions apply – see Xero Partner Agreement. Discounts don't apply to Xero Cashbook or Xero Ledger. Discounts start with your second Business Edition subscription.

Everything you need in one place

THE XERO PLATFORM

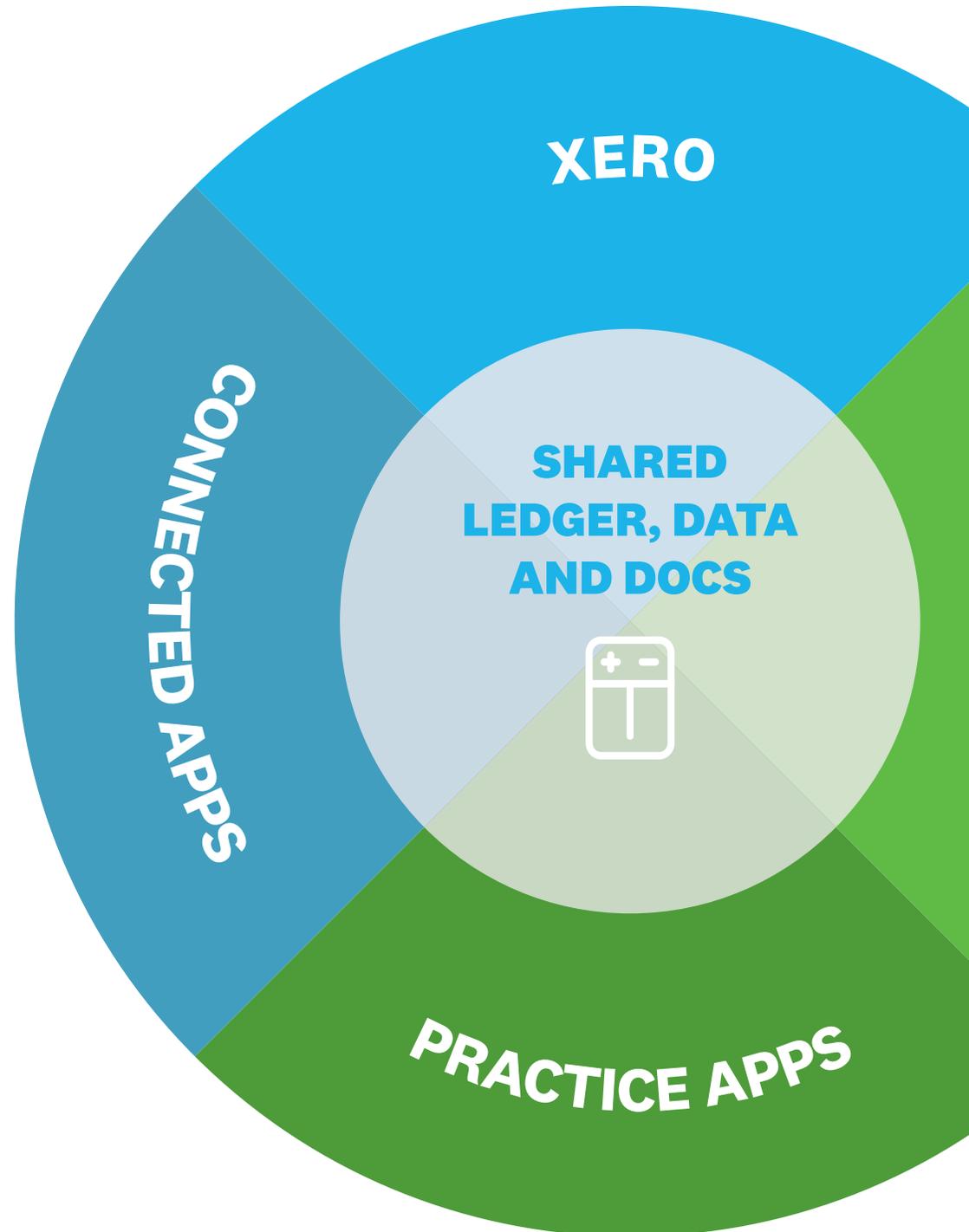
Having the information you need at the right time is central to success. Xero provides small businesses and their advisors with an online platform that uses a single ledger to bring all that information together.

SMALL BUSINESSES

Xero offers easy-to-use cloud accounting software that helps small business owners keep track of their business finances, income, expenses, and more on any device.

ACCOUNTANTS/BOOKKEEPERS

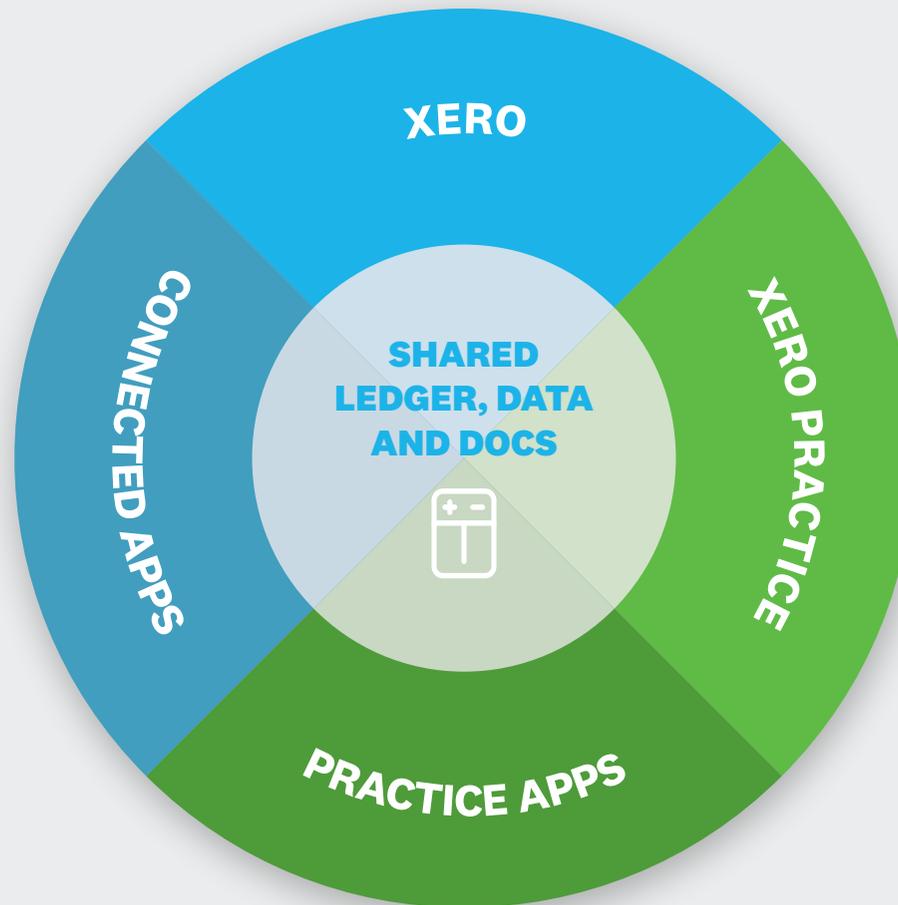
With Xero, your practice gains access to integrated software made specifically to improve your firm's workflows, profitability, and service offerings.



XERO

- **Xero features**
 - Bank feeds and reconciliation
 - Invoicing and quotes
 - Bills and purchase orders
 - Xero Expenses
 - Xero Projects
 - Multi-currency
- **Hubdoc**

Hubdoc extracts key financial data from receipts, invoices, and bills, then seamlessly pushes transactions to Xero – eliminating data entry and effortlessly



XERO PRACTICE

- **Practice Manager**

Xero Practice Manager is a comprehensive job management platform directly integrated with Xero, allowing you to streamline practice workflows, accurately manage jobs, and save time on administrative work.
- **Workpapers**

Xero Workpapers allows you to prepare audit and tax workpapers and reports – reducing tedious manual steps associated with compliance work.
- **Advisor tools**

Powerful tools and features made to streamline common accountant and bookkeeper accounting tasks.
- **Xero HQ**

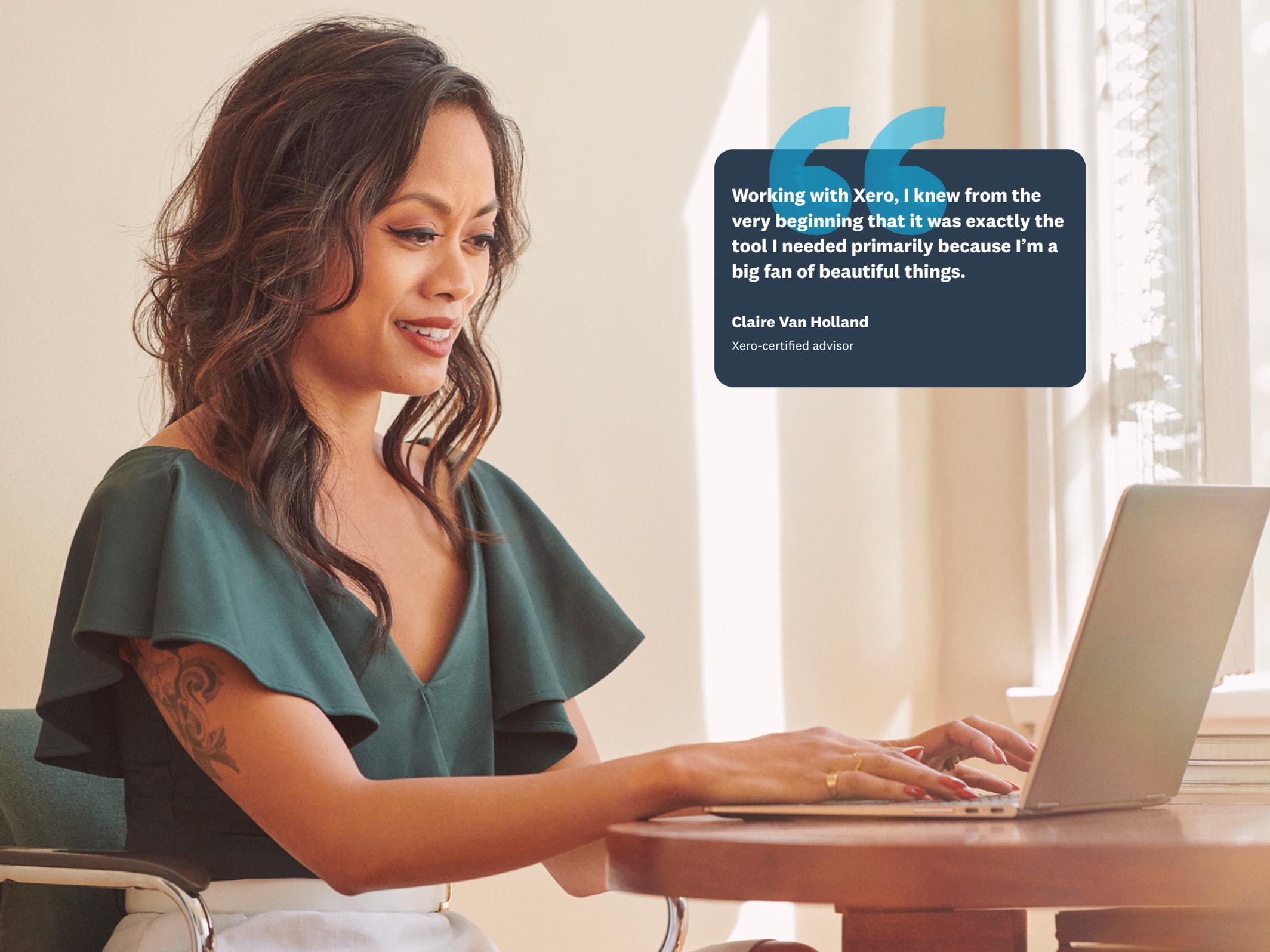
Xero HQ is the hub of providing superior client services. Gain real-time visibility and insights across all your clients, connect with a curated selection of apps, and access additional practice tools.

CONNECTED APPS

- **800+ apps**
- **Gusto**

Xero's preferred payroll partner

PRACTICE APPS



“Working with Xero, I knew from the very beginning that it was exactly the tool I needed primarily because I’m a big fan of beautiful things.

Claire Van Holland

Xero-certified advisor

Attract new clients

As a Xero partner, we'll put your practice in front of thousands of small businesses searching for the advisor that is right for them on the Xero advisor directory. Once you reach Xero bronze partner status, you'll be eligible for your own listing where you can promote your practice and grow.

xero.com/advisors

Meet others in your area

Xero is more than an accounting platform, it's a community. See what is going on in your community, connect with other accountants and bookkeepers in your area, and meet our dedicated teams throughout the US to learn how they can help your practice grow with Xero. Also, check out our live and online courses, webinars, and events.

xero.com/communities



