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For Immediate Release

Commercial Logic and Shirlaws USA offer a new class of services to CPA firms

Commercial Logic, Inc. (Commercial Logic) and Shirlaws USA, Inc (Shirlaws) are proud to announce a partnership to provide CPA firms across North America the technology *and* the management skills to improve operations. We are also offering CPA firms an opportunity to license the Shirlaws coaching methodology and IP as additional services to their own clients. Commercial Logic offers software and consulting services supporting CPA firms wishing to increase operational capacity and client retention/acquisition. Shirlaws, a global leader in business coaching, helps its clients clarify their business strategy, align their people, and implement successfully. Commercial Logic and Shirlaws together provide a complete package of technology and services that help CPA firms optimize their business in the short and long term.

In addition to business coaching services, this partnership offers the CPA firm an opportunity to license the Shirlaws IP and business coaching methodology to expand service offerings to its own client base. Experience shows that a team of four can reliably bill \$1M annually.

Shirlaws and Commercial Logic together can help CPA firms address the following business issues:

- Integration of commercial and cultural factors in mergers
- Partner succession and next generation partner and leadership development
- Increased value by adding profitable services to their client base
- Defining and improving CPA firm positioning within their markets. Building channels to market that pre-sell the CPA's services at the right fee range and services
- Managing client relationships appropriately and profitably
- Maximizing practice profitability
- Successful internal cross-selling of service lines
- Improving trust and alignment among partners
- Retention of high quality staff

Adrian Bray, Chairman of Shirlaws (USA) Inc stated "This is a very exciting chapter both for Shirlaws and the Coaching Industry. The partnership with Commercial Logic will enable CPAs to help their clients transform their strategies into actual results, using the Shirlaws Business system to improve their revenue, increase profit, reduce stress and build their equity. CPA's who choose to coach their clients using the Shirlaws methods

are able to create a new and differentiating revenue stream while the Accounting industry is going through a significant transition. Clients using the Shirlaws methodology find that the value they get has a major, sustainable impact on their business that goes to the bottom line and at the same time creates a strong culture.”

Peter Coburn, President of Commercial Logic, Inc stated: “We’ve learned that while good software is *necessary* for transformative results, it is *not sufficient*. The major gains in revenue and profitability occur when the firm adapts its internal business processes to use good technology well. This means consulting with firms to show them productive ways to do this and coaching them to implement and manage the change as gracefully as possible. The partnership with Shirlaws brings us the opportunity to combine our deep experience with practice management for accounting firms in the US and Canada with the business coaching skills of Shirlaws. “

Commercial Logic Background:

Commercial Logic provides practice management solutions and related consulting services to accounting firms in North America. A pioneer and leading provider of practice management systems for mid-tier accounting firms on Windows, Commercial Logic has served hundreds of CPA firms with thousands of professionals for more than 25 years including a number of Top-100 US firms. In 2009 Commercial Logic identified an Australian company, APS, with a superior product suite (Advance Practice Management) not then available in the USA. APS Advance is in use at over 850 CPA firms on four continents. Commercial Logic is now the sole distributor of APS Advance in North America.

Commercial Logic operates from a base in Hanover, New Hampshire.

<http://www.commerciallogic.com/>

Shirlaws Background:

Shirlaws (USA) Inc is part of the Shirlaws Group with six international branch offices servicing clients in 37 countries. Shirlaws supports CPA firms to develop business strategy, revenue generation and increased productivity, providing unique tools that are internally effective and are also successful offering value added services to the CPA’s client base. Shirlaws achieves this via a coaching methodology that looks at both the commercial and cultural aspects of running a successful CPA practice.

Shirlaws was originally founded in Australia in 1999 and has worked with well over 1,000 mid-sized firms. Shirlaws has over 150 coaches and is now scaling its operations across the USA and Canada.

www.Shirlawsonline.com // www.shirlawiscoaching.com