



Media contact:

Nancy Kasten, NATP marketing and communications director
nkasten@natptax.com
800-558-3402, ext. 1172

Samantha Strong, NATP public relations and digital content manager
sstrong@natptax.com
800-558-3402, ext. 1172

National Association of Tax Professionals partners with Practice Ignition

Partnership will help NATP members automate client engagements

APPLETON, Wis. (Feb. 4, 2022) – As tax preparers continue to work through the 2022 tax season, the National Association of Tax Professionals (NATP) is proud to announce a new partnership with a worldwide company that helps preparers automate client engagement letters and payments.

Having a client engagement letter that is effective is helpful but mitigating risk crucial. In most engagements, the client is responsible for specific actions and to provide certain information or records. Be specific with what the client's responsibilities are and state what information you are relying on the client for to fulfill the service.

"NATP is excited about this partnership because it signifies an increased importance on tax preparer and client relations; something NATP believes is core to a successful practice," said Scott Artman, CPA, CGMA, NATP executive director. "NATP's mission includes supporting our members through relevant content and resources, and relationships they need to succeed professionally. Partnering with these organizations helps us do just that."

NATP's partnership with [Practice Ignition](#) allows for NATP members to continue to provide outstanding service to their clients and support they need through tax season and beyond. This partnership will allow NATP members to gain access to an NATP-specific engagement letter referencing their membership.

"Practice Ignition has been a go-to resource for tax professionals and accountants for years, and this new partnership with NATP allows us to provide even more preparers with reliable resources to help them serve their clients and remain compliant in communications," said Ryan Embree, head of partnerships at Practice Ignition.

NATP members can sign up with Practice Ignition for [20 percent off its Pro Annual Plan](#) for the first year.

To learn more about this deal or NATP membership, visit natptax.com.

###

About NATP: The National Association of Tax Professionals (NATP) is the largest association dedicated to equipping tax professionals with the resources, connections and education they need to provide the highest level of service to their clients. 23,000 members rely on NATP to deliver professional connections, content expertise and advocacy that provides them with the



support they need to best serve their clients. The NATP headquarters is located in Appleton, WI. To learn more, visit www.natptax.com.

About Practice Ignition: Practice Ignition is the world's first client engagement and commerce platform for professional services businesses to streamline how they engage clients and get paid. Nearly 5,000 accounting and professional services firms around the world use Practice Ignition to win new business with impressive digital proposals, engage clients with a clear scope of work, and get paid on time by automating payment collection. Practice Ignition also integrates with leading business apps such as Gusto, QuickBooks, Xero and Zapier to automate time-consuming tasks. Founded in 2013 by a progressive accounting entrepreneur to find a better way of doing business, their goal is to help customers grow, be more efficient, and create win-win client relationships. To date, they've helped facilitate more than 1 million client engagements and more than 6.5 million payment transactions. Practice Ignition has teams in Australia, Canada, New Zealand, Philippines, South Africa, US and the UK, with over 150 employees globally.