

FOR IMMEDIATE RELEASE

Date: Oct. 14, 2024

Contact: Nancy Kasten, Director, marketing, communications and business development

NATP Advocates for Tax Professionals in Conversations with Intuit, Leading to Change in Ad Campaign

[Appleton, WI] – The National Association of Tax Professionals (NATP) is pleased to share a positive outcome following discussions with Intuit regarding their recent "tax break up" ad campaign. The ad, which encouraged taxpayers to leave their professional tax preparers in favor of TurboTax experts, raised concerns among tax professionals. After hearing feedback from NATP and the broader tax community, Intuit has agreed to discontinue the ad and is making changes, which are expected to be completed by the end of October.

NATP took the initiative to represent the interests of tax professionals, emphasizing the invaluable role they play in serving their clients with personalized advice and expert knowledge. NATP communicated to Intuit that the original campaign sent the wrong message about the valuable relationships built between a taxpayer and their tax preparer, and we are encouraged by Intuit's responsiveness.

"We're glad that Intuit heard our concerns and took steps to address them," said Scott Artman, CEO of NATP. "Our role is to ensure that tax professionals are recognized for their essential contributions to taxpayers' financial well-being. We're committed to supporting our members and advocating for the tax profession."

While NATP will continue to suspend Intuit's advertising, sponsorship, or exhibiting dollars for now, we have agreed to ongoing conversations with Intuit. Together, we believe there are opportunities to do great things for both tax preparers and taxpayers while ensuring that the tax professional community is supported, respected, and empowered to thrive in this evolving landscape.

"We see this as an opportunity for greater collaboration," added Artman. "We hope to work closely with Intuit and other stakeholders to elevate the profession and ensure that tax professionals continue to provide the trusted, expert service that taxpayers rely on."

For more information, visit natptax.com or contact Nancy Kasten at nkasten@natptax.com.