



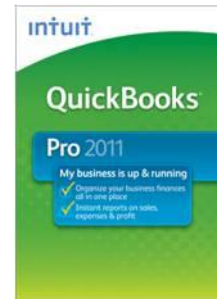
Start, Run & Grow your Business with QuickBooks

Which QuickBooks is Right for Me?

Whether you are a new business just getting started or a growing business, there is a QuickBooks product to meet your needs. To help you choose the right product, use the QuickBooks Product Selector at Office Depot dotcom (www.officedepot.com/smartfinances) or consult with a Certified ProAdvisor (www.findaproadvisor.com). If you have special industry needs, there are thousands of 3rd party programs which integrate with QuickBooks (<http://marketplace.intuit.com>).

QuickBooks Product Selector asks:

- What Category best describes your business?
- Do you sell products or services?
- Inventory tracking and details
- Employees & Payroll
- Sales & Payment
- Financial Reports
- How many users?



A comparison of QuickBooks is provided in the chart below or online at:

<http://quickbooks.intuit.com/product/accounting-software/quickbooks-comparison-chart.jsp>

Resources

- Save time getting to know QuickBooks with "Get Started Right" from Intuit. Get up to 60 minutes with an Intuit QuickBooks expert free for 30 days* at **1-888-859-4013** www.usequickbooks.com/officedepot
 - *You can call within 30 days of completing your QuickBooks registration on the web. One phone call for up to 60 minutes (cannot be redeemed in increments) per registering customer allowed within the above-mentioned qualifying period.
- Find a Certified ProAdvisor to help with setup and training, troubleshooting, correcting mistakes and more. <http://www.findaproadvisor.com>
- Intuit Community – <http://community.intuit.com>
- Intuit QuickBooks Support – <http://quickbooks.intuit.com/support>
- Learning QuickBooks CD – www.officedepot.com
- Learning Center Tutorials – In QuickBooks > Help > Learning Center Tutorials



QuickBooks 2011 Retail Comparison Chart

This comparison chart will be seen specifically by customers in our retail channel. Occasionally, you will receive questions from these customers and this chart will ensure that you and these customers are on the same page as you answer any questions they may have.

Which QuickBooks product is right for you?	Online Simple Start	Pro 2011	Premier 2011
ONLINE SIMPLE START		This product	
Get started fast with guided setup	✓	✓	✓
Track sales, sales taxes & expenses	✓	✓	✓
Create professional-looking invoices	✓	✓	✓
Be ready at tax time with easy, reliable reports	✓	✓	✓
Anytime, anywhere access to your QuickBooks data online or from your mobile phone ¹	✓	<i>sold separately</i>	<i>sold separately</i>
Automatic online backup & product upgrades included	✓		
Customer support included ²	✓		
Accept credit/debit cards ³	<i>sold separately</i>	<i>sold separately</i>	<i>sold separately</i>
PRO			
Allows more than one user at a time ⁴	1 user + accountant	Up to 3, each <i>sold separately</i>	Up to 5, each <i>sold separately</i>
Import data from Excel, Quicken & Outlook Contacts ⁵		✓	✓
Create estimates & turn them into invoices in one click		✓	✓
Organize all your data in one place with Customer, Vendor & Employee Centers	Customer Center only	✓	✓
Get a single view of your business with Company Snapshot		✓	✓
See key customer information at a glance with Customer Snapshot		✓	✓
Download your bank & credit card transactions into QuickBooks ⁶		✓	✓
Track inventory, set re-order points, create purchase orders		✓	✓
Invoice multiple customers at once with Batch Invoicing		✓	✓
Get financial, sales & tax reports in one click	20+	100+	150+
Stay on top of your receivables with the Collections Center		✓	✓
Manage payroll & payroll taxes ⁷		<i>sold separately</i>	<i>sold separately</i>
PREMIER			
Discover new business insights with industry-tailored reports			✓
Save time with features designed for your industry			✓
Create sales orders & track back orders			✓
Track costs for assembled products & inventory			✓
Set product/service prices by customer type			✓
Set billing rates by employee & service type ⁸			✓
Track your balance sheet by class			✓
Forecast sales & expenses to stay on top of your cash flow			✓
Easily create a business plan to set goals & prepare for the future			✓
#1 Best Selling Small Business Financial Software			

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About the Speaker:

Michelle L. Long, CPA, MBA Long for Success, LLC

Michelle L. Long is the owner of Long for Success, LLC specializing in QuickBooks consulting & training, coaching small business owners, speaking and writing.

She is an Advanced Certified QuickBooks ProAdvisor and has a unique relationship with Intuit as one of the few national trainers in Intuit's Trainer/Writer Network. Michelle is a consultant for Intuit product development and author for Intuit Academy.

Since 2000, she has taught hundreds of seminars to thousands of people about QuickBooks, filmed QuickBooks training courses and been a guest speaker for Office Depot's Web Café multiple times.

Michelle is the author of *Successful QuickBooks Consulting* and *How to Start a Home Based Bookkeeping Business*. She was named one of '10 Women who Inspire a Profession' by Accounting Today and a Financial Services Champion of the Year for 2007 by the Small Business Administration in recognition of her dedication to helping entrepreneurs and small business owners.

She has been mentioned in the New York Times, Inc.com, Business Week, Investor's Business Daily, WebCPA and more. You can learn more at her website and blog LongforSuccess.com.



Michelle L. Long, CPA, MBA

