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From the Dec. 2013 issue.

Overview

GetNetSet is a web hosting firm specializing in websites for CPAs and accounting professionals. The Company hosts the popular WordPress content management system platform, which is used over 60 million blogs and websites, and has over 26,000 available plugins to integrate other services and features into a firm's web presence. Each firm is assigned a "Guardian Webmaster," which is a GetNetSet employee who is responsible for maintaining and updating the firm's site. All but

one of the service plans includes the ability to receive payments via PayPal, include

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of available bandwidth. An optional service can be integrated to allow clients to electronically complete and sign documents in the portal.

Sites are full-featured, and include over 100 financial calculators and other resources in their stock site. Firms can have GetNetSet acquire a domain on their behalf, or they can use an existing domain and redirect the DNS records back to the company's servers.

The service is hosted in a commercial hosting facility with 24x7x365 security, redundant power, Tier I internet connections, uptime monitoring, and is backed up offsite hourly. The company asserts that its portal solution is fully compliant with HIPAA, GLB, and IRC § 7216.

Best Firm Fit

- Small firms who would like to have easy integration with a wide range of outside sources such as social media campaigns.
- Prospective users who are already familiar with the WordPress content management system,

Strengths

- Sites are hosted using the open source WordPress platform, which is used for millions of websites around the world, and is supported by many third-party editing tools and uses open standards like RSS to automatically syndicate content.
- The basic GetNetSet service includes setting up the client on Google+ Local, basic search engine optimization, as well as white-labeled content for a quarterly client newsletter.
- GetNetSet provides a number of tutorials for using their system, and users can also purchase many third party books and training courses on WordPress to meet their

individualized needs.

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Potential Limitations

- GetNetSet does not offer significant integration points with other cloud-based accounting tools such as commercial software hosting.
- The entry level plan (the Representer) does not include any type of client portal service.

Summary and Pricing

GetNetSet Websites for CPAs and Accounting Professionals are priced starting with the Representer plan at \$29 per month for a limited site with seven pages and firm-provided copy and content. Upgrades are available to the \$49/month Retainer plan which includes an unlimited number of pages, and a \$99/month Recruiter plan which also includes scheduled statistics reports, a unique landing page, campaign tracking, and other e-marketing features. All plans offer a 30 day free trial, and 10% off for paying annually in advance. Custom development is also available and is billed based on standard hourly rates. There are no setup fees or contracts, and the Company offers discounts to members of a number of professional organizations, including the National Association of Tax Professionals (NATP) and the National Association of Enrolled Agents (NAEA).

Firm Management

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