



TERRELL & TERRELL, CPAs, LLP

SOFTWARE • CONSULTING • TRAINING • DEVELOPMENT

FOR IMMEDIATE RELEASE

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Altruism is Alive and Well at Terrell & Terrell, CPAs, LLP

Positive client experience validated through survey launches Terrell & Terrell to top of Sage Accpac ERP partners in North America

Dallas, TX – June 18, 2009 – Terrell & Terrell CPAs, LLP, a leading professional services firm specializing in Sage Accpac ERP, is pleased to announce their top place results in the client satisfaction survey conducted by Sage North America of their Sage Accpac ERP client base. The stellar survey results are attributed to the dedication Terrell & Terrell has to creating outstanding client experience.

Altruism simply defined is the pursuit of the interest of others. This is a core belief at Terrell & Terrell and is the foundation for every decision made at the firm, including hiring employees who are emissaries of this belief. “When we look for ways to help our clients be more successful, then we will prosper as well,” said Brian Terrell, CPA and founder of Terrell & Terrell. “We are committed to finding and developing solutions that automate processes, streamline workflow, and yield client success.”

“It is especially important to focus on client relationships in the current economic climate,” continued Brian. “While it may be tempting to pull back and cut costs, we have chosen to continue to invest in our employees through training and certification; in our clients through Webinars, newsletters, training, lunch and learns, and our annual client conference; and in our firm through an orchestrated focus on sales and marketing.”

The attention to clients has paid off.

Recently, Sage conducted a survey of Sage Accpac clients in North America. Using the Net Promoter methodology (www.netpromoter.com) as a base for the survey, 50% of responding Terrell & Terrell clients answered “Extremely Likely” to what is deemed “The Ultimate Question.” The Net Promoter Score (NPS) was developed by Satmetrix, Bain & Company, and Fred Reichheld and the concept popularized in Reichheld’s book, *The Ultimate Question*. The question pertains to the likeliness that a client would refer you to a friend or colleague. NPS is relied upon by companies worldwide as a measure of loyalty and a profitability indicator.

Terrell & Terrell had the highest NPS of Sage Accpac partners in the U.S. and was third highest in North America.

“While we are proud to be recognized by Sage for this outstanding achievement, the real thanks we receive is when our clients have benefited and are more successful,” said Brian.

Medicine Chest, based in Sulphur Springs, Texas, is a long-time client of Terrell & Terrell. “Terrell & Terrell has always done a good job for us. While we have grown, they have too,” said Johnnie McGraw, Medicine Chest’s IT administrator. “We attend their training classes and their Accpac client conference every year.”

Terrell & Terrell was recognized for their achievement at Sage’s annual conference, Insights 2009.

About Terrell & Terrell, CPAs, LLP

Terrell & Terrell, CPAs, LLP is a non-traditional CPA firm that specializes in software technology. They are business advisors dedicated to a philosophy of creating measurable success for client companies in the mid-market. Terrell & Terrell has been a Sage Business Partner since 1992, and has grown into a leading Sage Accpac ERP vendor in North Texas. They credit their growth to successful long-term partnerships with client companies. With less than 1% client attrition, Terrell & Terrell promises that customer value will always be the core of their business model. The Terrell & Terrell difference is displayed through service, response time to your requests, and passion to deliver sustainable winning results. For more information, please visit www.bterrell.com.

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