

PopCompta® launches a partnership campaign to support the transformation of the profession of Chartered Accountants

With its technological and human assets, PopCompta® is launching, at the beginning of 2017, a vast partnership campaign with Chartered Accountants who wish to be actors in the inevitable changes that the Internet brings to their profession. PopCompta® offers Chartered Accountants the opportunity to acquire a clientele of several hundred online files in a few months and to serve them via the Internet at a low cost in a profitable way.



In a context where their profession is becoming digital, many studies on the profession of Chartered-Accountants come to the same conclusion: through the Internet, competition is intensifying, the offer of "basic" accounting services is becoming commonplace, margins are eroding.

For young Chartered Accountants who are setting up and for existing firms that wish to expand their client base, there is no choice but to participate in this vast change. However, the Chartered Accountant of the future is not an expert in Internet professions and that is why PopCompta® offers him a win-win partnership.

The principle of the partnership is very simple:

- PopCompta sells packaged offers of technical services and accounting services online, at very competitive prices in order to acquire the target clientele very quickly.
- The Partner Chartered Accountant carries out the accounting service to which he or she is committed through an engagement letter to the client
- The accountant's employees who manage the files on a daily basis can be (but it is not mandatory) subcontractors available in the group of which PopCompta® is a part.

The revenues are shared between the Chartered Accountant and PopCompta® in proportion to the services provided by each of the partners. Thus, the Chartered Accountant receives between 30 and 80% of the revenue generated on the common offers, depending on whether or not he bears the cost of his employees.



The presentation of the partnership is available on popcompta.com/partenariat-expert-comptable.

The founders of PopCompta® are two engineers with complementary profiles:

- **Vladimir Popesco**, X-Mines Engineer, Managing Director and co-founder, brings his skills in business development and operations organization.
- **Jean-François Malle**, ESIEE Engineer, Technical Director and co-founder, brings more than 25 years of expertise in the world of infrastructure and professional software.

They share the same vision:

"To summarize very simply, our vision - shared by the profession - is that the Chartered Accountant of the future will have to organize himself to process many more files for a much lower price per file. This is feasible in partnership with PopCompta®, which brings the technological know-how, the ability to sell and serve customers online and the human potential to carry out remote administrative processing at very competitive costs."

