August 1, 2026

PROGRAM GUIDE & FAQ

Intuit ProPartner Accountants

Get the most out of the new Intuit ProPartner Accountants program by understanding tiers, points, benefits, and more.

The full Intuit ProPartner Accountants program guide will be published when the program launches in early 2027.

Contents

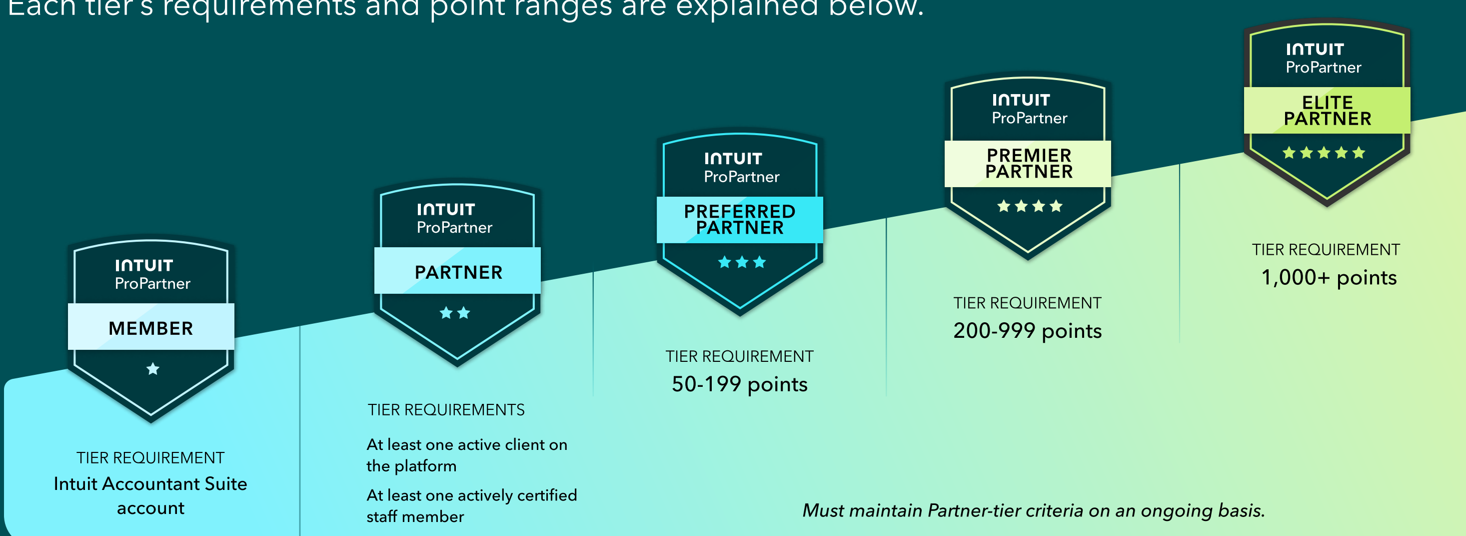
Program overview

The Intuit ProPartner Accountants program is a free partner program for accounting, tax, and bookkeeping firms. It rewards your firm's partnership with Intuit through benefits, education, and community—all designed to help you grow your ideal practice and serve your clients more efficiently.

Launch date:	Early 2027
Program year:	August 1 – July 31
Who is eligible:	Any accounting, bookkeeping, or tax firm that uses Intuit products to serve clients.
How to join:	Sign up for Intuit Accountant Suite. The Core plan is available at no cost. Once enrolled, your firm starts at the Member tier of ProPartner Accountants.

Your path through the tiers

The program has five tiers. As your firm deepens its partnership with Intuit, you unlock progressively more valuable benefits—including access to Intuit products at no charge, premium support, access to client referrals, and revenue share. Each tier's requirements and point ranges are explained below.



Program and tier criteria

Member tier

Sign up for Intuit Accountant Suite

Start your journey by enrolling in the Intuit Accountant Suite. Once you do, your firm is automatically placed at the Member tier with no additional steps required.

Partner tier

To move from Member to Partner tier, your firm must meet the following two criteria:

At least one active client on the platform

An 'active client' is defined as having a paid subscription to QuickBooks Online, Workforce, and/or Intuit Enterprise Suite. This criteria excludes Desktop, Ledger, and trial clients.

At least one actively certified staff member

Qualifying certifications include:

- QuickBooks Online Certification – Level 1
- QuickBooks Online Certification – Level 2
- QuickBooks Payroll Certification
- Intuit Enterprise Suite Certification

Preferred tier and above

Your firm must maintain Partner tier criteria on an ongoing basis. To climb even higher, your firm can earn points each program year:

Points for revenue under management (RUM)

1 point for every $100 of revenue under management. RUM is the combined spend of your firm and all clients attached to your firm in Intuit Accountant Suite, across qualifying products.

Qualifying products include:

- QuickBooks Online
- QuickBooks Workforce
- QuickBooks Time
- QuickBooks Bill Pay
- Intuit Enterprise Suite*

*Points for Intuit Enterprise Suite are only awarded for the firm managing the commercial relationship with the client through ProPartner Preferred Pricing and/or revenue share.

Points for certifications:

Your firm can earn 5 points per certification completed by anyone on your staff, up to 20 points per year firm-wide.

Qualifying certifications:

- QuickBooks Online Certification – Level 1
- QuickBooks Online Certification – Level 2
- QuickBooks Payroll Certification
- Intuit Enterprise Suite Certification

How tier evaluation works

Points start fresh each program year, then accrue monthly. Your firm can move up-tier at any point during the program year, as you achieve the requisite number of points.

At the end of each program year on July 31, your accumulated points determine your tier for the next program year.

Moving up

Once the program launches, points are calculated on a monthly basis. When your earned points cross a tier threshold, you will achieve that new tier the following month.

Moving down

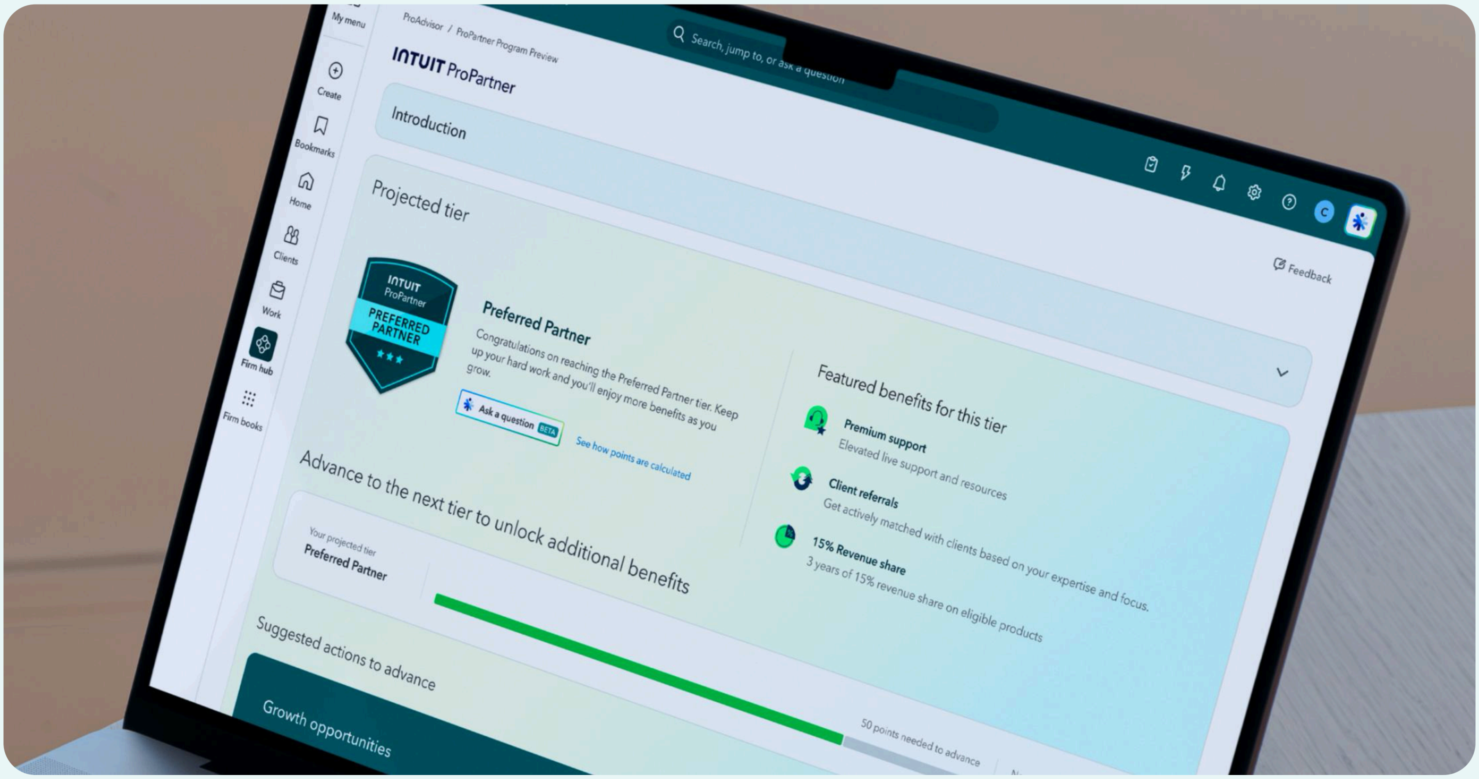
If your end-of-program-year points fall below your current tier's threshold, you move down to the corresponding tier.

Losing certification

If no one in your firm holds an active certification at program year-end, your firm moves to the Member tier regardless of points.

Tier preview

Before the program officially launches in early 2027, you can see your projected tier inside of Intuit Accountant Suite. This projection is based on your firm's estimated points from August 1, 2025 – July 31, 2026. You'll also see suggested actions you can take to maximize the program's value.



Benefits

As you move up tier, you unlock progressively more valuable benefits.
See the benefits available to you here:

	Member	Partner	Preferred Partner	Premier Partner	Elite Partner
Efficiency					
Free QuickBooks Online Advanced & Workforce Elite	✓	✓	✓	✓	✓
Free Intuit Accountant Suite Accelerate	–	–	–	✓	✓
Customer support	Core	Core	Premium	Premium	Ultimate
Discounted transaction fees on payments	✓	✓	✓	✓	✓
Discounts on Mailchimp Standard 75% off for 1 year	✓	✓	✓	✓	✓
Discounts on ProConnect Tax Returns	30%	30%	40%	40%	40%
Growth					
Marketing guides and enablement tools	✓	✓	✓	✓	✓
Find-a-Pro	–	✓	✓	✓	✓
Client referrals	–	–	✓	✓	✓
Financial					
ProPartner Preferred Pricing QuickBooks Online, Workforce, Time, Bill Pay, and Payments	✓	✓	✓	✓	✓
3-year revenue share QuickBooks Online, Workforce	–	10%	15%	20%	25%
3-year revenue share, IES 30% (Year 1), 15% (Year 2 and 3)	–	✓	✓	✓	✓
Education					
CAS and AI courses	✓	✓	✓	✓	✓
Product training and certifications	✓	✓	✓	✓	✓
Community					
Awards program	–	–	✓	✓	✓
Industry Advisor	–	–	✓	✓	✓

Benefits definitions

Efficiency

Free QuickBooks Online Advanced & Workforce Elite

Get free access to QuickBooks Online Advanced and Workforce Elite to manage your firm's books. Note that certain fees may still apply.

Free Intuit Accountant Suite Accelerate

Get free access to Intuit's most advanced firm management platform so you can tap AI-powered insights to manage your whole book of business at scale.

75% off Mailchimp Standard

Get 75% off Mailchimp Standard for a full year for your firm's use.

Discounted transaction fees on QuickBooks Payments

Get discounted transaction fees when your firm uses QuickBooks Payments to accept client payments. Learn more here.

Discounts on ProConnect Tax Returns

Get a discount on every return you file with Intuit's #1 cloud-based professional tax software.

Access to customer support

Get help built for the way your firm works. Experts are ProPartner Certified and trained in accountant-specific workflows. Reach your dedicated support team by phone, chat, or launch a case yourself anytime in Intuit Accountant Suite—track open support issues across your firm and client portfolio in one place, and reopen an existing case if you need more help.

Core Support
Support from certified experts trained in foundational accounting workflows, Monday–Friday 5am–6pm PT and Saturday 6am–3pm PT.

Premium Support
Everything in Core, plus extended coverage (Mon–Fri 4am–8pm PT, Sat 6am–3pm PT, Sun 8am–2pm PT) and routing to experts with additional training in more complex accounting scenarios.

Ultimate Support
Everything in Premium, plus connecting to our most in-depth trained experts – specialized in the workflows and issues that come with running a large firm.

Growth

Enablement tools and marketing guides

Access a resource hub of guides and tools to grow your firm or expand your practice areas.

Find-a-Pro

List your firm in Intuit's accountant directory, where businesses look for accounting experts. (You must be certified to be listed).

Client referrals

Become eligible to receive client referrals. Intuit will proactively recommend your firm to businesses on the platform who need accounting services. Certain eligibility criteria may apply.

Financial

ProPartner Preferred Pricing

With ProPartner Preferred Pricing, you have two ways to manage your client subscriptions. When you pay for your clients' subscriptions, take advantage of an ongoing discount and you'll receive one consolidated monthly bill. For clients who prefer to pay for their subscriptions themselves, you can pass on an exclusive discount available only through you. Learn more here.

Revenue share for QuickBooks Online, QuickBooks Workforce, and Intuit Enterprise Suite

Earn a 3-year revenue share for clients enrolled into this program.

Education

ProPartner training and certification

Access best-in-class product training and certifications so you can make the most of the Intuit platform.

Client Advisory Services and AI skills training

Build new skills that equip you to more confidently deliver Client Advisory Services.

Community

Industry Advisor program

Apply to be an industry advisor, connecting with universities to guest lecture, host office hours, and prep students for modern careers in accounting.

Awards program

Enter Intuit's ProPartner Awards program for the chance to win national recognition.

Frequently asked questions

Getting started

Who can join the Intuit ProPartner Accountants program?

Any accounting, bookkeeping, or tax firm – of any size – that uses Intuit products to serve clients. The program is free to join.

How do I sign up?

Enroll in the free Intuit Accountant Suite. Once you do, your firm is automatically placed at the Member tier with no additional steps required.

Is there a cost to participate?

No. Membership is free. Benefits at higher tiers are earned by deepening your partnership with Intuit, not by paying fees.

When does the program launch?

The Intuit ProPartner Accountants program officially launches in early 2027, replacing the ProAdvisor Program.

What is the tier preview?

Starting now, you can view your projected tier in Intuit Accountant Suite. This projection is based on your firm's estimated ProPartner points from August 1, 2025 – July 31, 2026 and shows where your firm is likely to land when the program launches.

Tiers and requirements

What are the five tiers?

Member, Partner, Preferred Partner, Premier Partner, and Elite Partner. Each tier requires a progressively higher number of program points, plus maintaining the partner-tier criteria (one active client on the platform, one actively certified staff member).

When is my tier evaluated?

At the end of each program year (July 31). Your accumulated points for that program year determine your tier for the following program year.

Can I move up tier during the year?

Yes. Points are calculated monthly. As you accumulate points and cross a tier threshold during the month, you will move up tier the following month and then can begin accessing that tier's benefits.

What happens if my firm loses a certified staff member mid-year?

The departure of a certified user may impact your points. However, you will maintain your tier until the next tier evaluation at program year-end.

By program year-end, you must have one actively certified member in your firm in order to maintain your tier and not slide to Member tier.

What happens if my points at year-end fall below my current tier?

Your tier is adjusted to the tier that matches your actual point total. For example, if you are a Preferred Partner (50–199 points) but end the year with 30 points, you will be reclassified as a Partner for the next program year.

Can I lose benefits immediately if my tier changes mid-year?

Tier evaluation occurs at program year-end. During the program year, your tier – and associated benefits – remain in place based on the tier you held at the start of that year.

Points and revenue under management

What is revenue under management (RUM)?

Revenue under management is the combined spend of your firm and all clients attached to your firm in Intuit Accountant Suite for qualifying products. It includes both what your firm pays and what your clients pay through subscriptions attached to your account.

How is RUM calculated?

Revenue under management is calculated using the aggregated total amount, (net billing) of all the qualifying product subscriptions paid for by your firm and the clients attached to your firm in IAS (excluding taxes and fees). Your points are calculated at the time of payment, so if you pay annually, you will earn those points after your annual payment. If you pay monthly, you will earn those points after your monthly payment.

Which products qualify for Revenue Under Management?

For the Projected Tier Preview published in August, the following products qualified for points: QuickBooks Online, QuickBooks Workforce, QuickBooks Time, Intuit Enterprise Suite, and QuickBooks Bill Pay.

Do I get points for Intuit Enterprise Suite?

Points for Intuit Enterprise Suite are only awarded for the firm managing the commercial relationship with the client through ProPartner Preferred Pricing and/or revenue share.

Do I get points for clients on trial accounts?

No, you will not receive points for clients on trial accounts You will receive points for clients on a paid subscription only.

How do certification points work?

Each qualifying certification completed by anyone in your firm earns 5 points. The firm-wide cap is 20 certification points per program year (the equivalent of four certifications).

What happens to my points if my firm loses (or gains) a certified staff member mid-year?

Certification points belong to the firm only as long as the certified individual is part of it. When a certified person joins or leaves a firm, that firm's certification points are recalculated at the next monthly calculation cycle to reflect the active certifications held by its current members.

My firm has multiple Intuit Accountant Suite consoles. How does that affect my points?

Points accrue by console. If your firm has multiple consoles, your points are split across them – potentially keeping you at a lower tier than you would be if all clients and revenue were combined. Intuit strongly recommends consolidating your consoles to maximize your point total and tier. See the IAS console consolidation guide for instructions.

How are points calculated if the subscription is annual?

Your firm will earn points based on the cadence of the subscription. For example, if your client is on a monthly subscription, you would earn points monthly. In contrast, if they were on an annual subscription, you would earn points once per year.

How will my tier be assigned when the program launches in early 2027?

In many cases, your launch tier will be based on your projected tier – the tier calculated from your points earned between August 1, 2025 and July 31, 2026. However, points you earn between August 1, 2026 and the launch of ProPartner Accountants in early 2027 will also be considered and can help you work towards unlocking a higher tier.

Frequently asked questions (cont.)

Certifications

Which certifications qualify for program points?

- QuickBooks Online Certification – Level 1
- QuickBooks Online Certification – Level 2
- QuickBooks Payroll Certification
- Intuit Enterprise Suite Certification

What if my firm has more than four certifications – do I lose out on points?

The firm-wide ceiling is 20 certification points per year. Four certifications maximizes your certification points, regardless of how many additional staff are certified. Additional certifications still provide value for maintaining entry criteria.

How do I know if someone on my team is certified?

Firm admins can view team certifications in QuickBooks Online Accountant or Intuit Accountant Suite. As your firm prepares for the transition to ProPartner Accountants, keeping track of your team's certifications helps you understand and secure your firm's projected tier.

Check your firm's certification status and projected tier

Transitioning from ProAdvisor

What is happening to the ProAdvisor Program?

The ProAdvisor Program will be succeeded by Intuit ProPartner Accountants in early 2027. At that point, the ProAdvisor name, tier designations, and associated badges will sunset.

What happens to my ProAdvisor tier and badge?

Your ProAdvisor badge and tier will be replaced by the appropriate ProPartner tier and badge. Note that ProAdvisor and ProPartner Accountants tiers are not equivalent, so you may convert to a different tier when the ProPartner Accountants program launches in 2027.

How is ProPartner Accountants different from the ProAdvisor Program?

The ProAdvisor Program focused on individual software certifications. ProPartner Accountants is a firm-level program that rewards your entire organization's partnership with Intuit.

Will I keep my current pricing and revenue share when the program launches?

Yes. Existing arrangements – wholesale pricing, revenue share, and client discounts – in place before the program launch date will not be affected by the transition.

Will my existing ProAdvisor certifications count in the new program?

Yes. Qualifying certifications earned under the ProAdvisor Program will carry over and count toward ProPartner certification requirements and points.

Multiple consoles and firm structure

My firm has multiple QuickBooks Online Accountant and/or Intuit Accountant Suite consoles. What should I do?

Intuit strongly recommends consolidating your consoles into one. With multiple consoles, points accrue separately per console, and you may be unable to reach higher tiers that you would otherwise qualify for.

What if I choose not to consolidate?

Your points, tier status, and benefits will be tracked separately per console. You will not be penalized, but you may leave benefits on the table by having your clients spread across multiple consoles.

Glossary

Active client

An 'active client' is defined as having a paid subscription to QuickBooks Online, Workforce, and/or Intuit Enterprise Suite.

Assigned tier

Your firm's official tier at any given point in the program year. This is the tier that drives your active benefits.

Certification (qualifying)

A specific Intuit certification that earns your firm program points and counts toward the program entry criteria. The qualifying certifications are: QuickBooks Online Level 1, QuickBooks Online Level 2, QuickBooks Payroll Certification, and Intuit Enterprise Suite Certification.

Client discount

A discount your client receives when Intuit bills them directly (as opposed to you billing them). Eligible clients receive one month free and 30% off for 12 months. Available at all tiers.

Earned tier

The tier your firm qualifies for based on the total points it has accumulated during the current program year. Your earned tier may differ from your assigned tier if you have crossed a threshold mid-year.

Entry criteria

The two baseline requirements your firm must meet and maintain to be eligible for Partner tier and above: (1) at least one active client on the platform, and (2) at least one actively certified staff member. If either criterion lapses, your firm moves to the Member tier.

Intuit Accountant Suite (IAS)

Intuit's free platform for accountants, which is the hub for enrolling in the ProPartner program, accessing firm benefits, managing clients, and viewing your points and projected tier.

Intuit Accountant Suite console

A console refers to a QuickBooks Online Accountant (QBOA) login/environment — essentially one instance of the QBOA platform that a firm has set up, complete with its own set of users, client attachments, billing relationship, and any connected integrations.

Program year

The 12-month period from August 1 through July 31 during which your firm accumulates points. Points reset to zero at the start of each new program year.

Projected tier

A forecast of the tier your firm is on track to reach by the end of the current program year, based on your year-to-date pace of Revenue Under Management and certifications. Visible inside Intuit Accountant Suite.

ProAdvisor Program

The predecessor to Intuit ProPartner Accountants. The ProAdvisor Program will sunset in early 2027 when ProPartner Accountants officially launches.

Revenue Under Management (RUM)

Revenue Under Management is the combined spend of your firm and all clients attached to your firm in Intuit Accountant Suite for qualifying products. It includes both what your firm pays and what your clients pay through subscriptions attached to your account.

Tier

Your firm's standing in the ProPartner Accountants program, determined by annual points. The five tiers are: Member, Partner, Preferred Partner, Premier Partner, and Elite Partner.