

## FOR IMMEDIATE RELEASE

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### **NATP Expresses Concern Over Intuit's Recent Ad Campaign Encouraging Taxpayers to Bypass Professional Preparers**

[Appleton, WI] – The National Association of Tax Professionals (NATP), representing over 24,000 dedicated tax professionals nationwide, is deeply disappointed by [Intuit's recent advertising campaign](#) promoting its TurboTax full-service option, which encourages taxpayers to abandon their tax preparer in favor of the full-service option provided through its historically self-preparation product, TurboTax. This campaign also goes against a key component of Intuit's business model – selling professional preparation software to the tax professionals they now seem to be undermining.

The role of a professional tax preparer is more than just processing a tax return. It is about building relationships, understanding the nuances of each taxpayer's unique situation, and providing personalized advice to ensure compliance with ever-changing tax laws. At NATP, we believe that tax professionals are vital partners in helping individuals and businesses navigate the complexities of the tax system, reduce liabilities, avoid costly mistakes, and plan for the future.

"Tax preparation isn't just about entering data or completing a form; it's about trust, accuracy, and making informed decisions," said Scott Artman, CEO of NATP. "The personal relationship between a tax preparer and their client is crucial. A professional knows you and your financial history, keeps you compliant with regulations and can adapt strategies based on your specific needs."

We urge taxpayers to recognize the value of working with a knowledgeable tax professional who may offer tailored guidance, protect their interests, and represent them before the IRS and state tax authorities if needed. NATP stands firmly behind its members and all tax professionals who uphold these values of trust, expertise, and integrity in the tax preparation industry.

NATP's mission is to support and educate tax professionals, ensuring that they provide the highest quality service to their clients. We continue to advocate for tax professionals' critical role in maintaining a fair and effective tax system.

While NATP is not currently accepting advertising, sponsorship, or exhibiting dollars from Intuit due to this campaign's direct conflict with our members' interests, we are not advocating against using any Intuit products and respect that tax professionals make their own business decisions regarding the tools they use.

Contact Nancy Kasten at [nkasten@natptax.com](mailto:nkasten@natptax.com) to schedule an interview with the NATP CEO or professional tax preparers.

#### **About NATP**

The National Association of Tax Professionals (NATP) is the largest nonprofit organization serving individuals who practice tax preparation. NATP members are relied upon by taxpayers to prepare tax returns ethically and to provide quality tax advice. We believe all taxpayers should be supported by caring, well-educated professionals, and we strive to promote best practices through our resources, education, and advocacy.