

## Sales Tax Resource Group

### About STRG

*Sales Tax Resource Group (STRG) provides sales and use tax consulting services to mid-sized and large companies as well as to accounting, tax, and professional service firms. STRG's multi-state services include audit representation, refund/credit studies and studies on nexus, taxability and audit exposure.*

*With an expert management team that has worked for "Big Four" public accounting firms and the California State Board of Equalization (California's taxing authority), STRG is uniquely knowledgeable of both sides of the sales tax equation and what sales tax auditors look for in their investigations.*

### Marketplace Issues

*Companies which have undergone sales tax audits, negotiated a sales tax settlement, or registered their businesses in multiple states, need to accurately calculate, remit, and comply with sales tax requirements across numerous jurisdictions.*

*As a high-profile, strategic advisor to companies with multi-state nexus and taxability issues, STRG thoroughly evaluates and vets sales tax technologies and approaches to ensure its clients maintain compliance with all sales tax laws.*



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*"Our Avalara partnership opens up whole vistas of new business to us because eventually, everyone selling products across the country will need this capability."*

— Graham Hoad, Managing Director and CEO

### The Challenge

STRG has found that while it can successfully resolve its clients' immediate sales tax issues by providing advice, information and recommendations, a longer-term problem often persists: *how to accurately and cost-effectively maintain ongoing tax compliance in all nexus states.* Says Managing Director Graham Hoad, "Prior to Avalara, the available sales tax solutions all required a software investment of \$50,000 or more. Few mid-sized companies want to spend this kind of money on an activity that doesn't generate any business. For the same reason, they resist hiring a full-time employee to calculate, remit and stay up-to-date with multi-state sales tax laws. It's an unproductive use of resources and capital."

### The Solution

Partnering with Avalara was the clear answer for STRG, as both organizations offer highly complimentary services. For example, a computer reseller who was manually collecting and remitting sales tax in several states recently came to STRG to obtain a nexus study. The client was concerned about his potential audit exposure, which the study confirmed was significant. Needing to take immediate action to rectify this situation, STRG and Avalara worked together to demonstrate how Avalara's AvaTax service could be integrated with the client's Great Plains accounting system to automate the sales tax collection, compliance, and remittance processes, factoring in taxability profiles for the company - including the new nexus determinations.

By integrating AvaTax with the client's pre-existing Great Plains software, there was no change to his workflow, and his future liability issue was eliminated, saving him time and money - and, most importantly, giving him the peace of mind to pursue his core business.

Graham Hoad explains, "Avalara's service was a clear fit for this client's ongoing sales tax compliance requirements. However, in order to implement AvaTax, the client also needed to know which tax rules applied to his products in the many different states in which he did business. STRG was able to provide him with a follow-up taxability study that cleared the way for a successful Avalara implementation."

“Avalara offers an automated, cost-effective and long-term sales tax solution that helps keep our clients out of trouble now and in the future. There is really nothing else like it in the market.”

– Graham Hoad, Managing Director and CEO, Sales Tax Resource Group

Partnering with Avalara to address these kinds of situations has reinforced STRG’s sterling reputation with its clients. They understand that a recommendation to implement Avalara services is sound and that it is based on STRG’s extensive knowledge of the sales tax environment, as well as its careful research of the alternatives. Hoad explains, “Avalara offers an automated, cost-effective and long-term sales tax solution that helps keep our clients out of trouble now and in the future. There’s really nothing else like it in the market.”

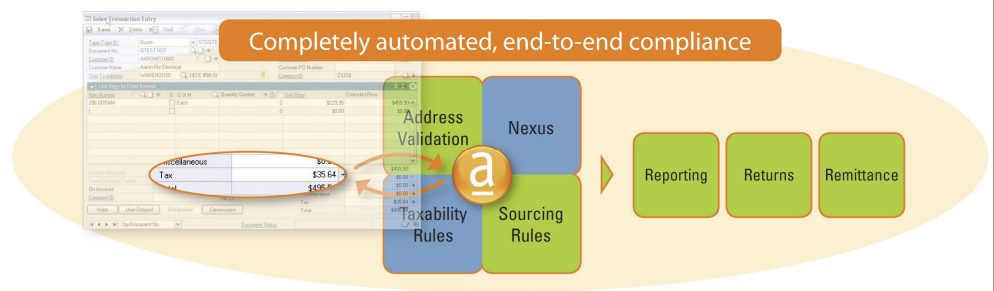
### The Results

Since partnering with Avalara, STRG the company has added incremental revenue and profitable new services to its portfolio, such as custom configuration of the AvaTax Dashboard™ - sales tax management console. It has also found that the AvaTax implementation process yields new consulting work, including taxability studies and additional, related services like the preparation of its clients’ sales tax returns.

Perhaps more importantly, the Avalara partnership unites STRG’s consultancy services with technology tools for a complete, end-to-end solution: STRG can resolve a client’s immediate sales tax *and* equip it with an affordable, automated solution to ensure the problem does not recur. As a result, STRG claims even higher rates of customer satisfaction, regardless of the size, complexity, or industry its clients hail from.

### Additional Avalara Benefits

- **Partner Training.** Hoad adds, “We are taking full advantage of Avalara’s training capabilities. Even though we do not handle client implementations of AvaTax, we benefit by being thoroughly familiar with the installation and integration process. This knowledge improves our opportunities for additional consulting business.”
- **SST.** Avalara’s status as a finalist for certification as a Streamlined Sales Tax (SST) service provider promises STRG opportunities to grow its future client and revenue bases. “We believe that a large percentage of our clients can benefit from Avalara’s sales tax management services. The Avalara partnership opens whole vistas of new business to us because eventually, everyone selling products across the country will need this capability,” says Hoad.



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