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.cpa Domains
Client Success Story

Making the connection between .CPA and future market trends

Jonathan Satterfield started **Driven Business Solutions** with a clear strategy for distinguishing his firm: To serve individuals and small businesses with an innovative, digital-first approach. The firm doesn't have a storefront or even a traditional office, instead relying heavily on digital and one-on-one interactions with clients. So when Satterfield learned that the new .CPA domains were finally available, he saw a clear link between the market trends shaping the future of his firm and his decision to adopt the domain.

"I'm a firm believer that in 5-10 years, a younger generation will search the internet for a CPA, and if your site isn't verified like .gov or .mil, they're going to wonder if you're legitimate," says Satterfield. He was able to quickly secure his preferred domain, driven.cpa, enabling a transition away from drivenbiz.com. "Nobody asks me to repeat it anymore," he says, "and it's very easy to remember."

For Satterfield, the decision to adopt .CPA cleared his risk-reward calculation. "We're accountants, so our first question is 'what is the cost of adopting it versus the potential reward?'," says Satterfield. "It's a pretty low level of investment – and if it works, well, you have a gigantic return on investment."

Satterfield's clients have been broadly supportive of the move, with both older and younger clients understanding the appeal – recognizing that over the long term, .CPA will help Driven differentiate itself among an increasingly crowded digital marketplace. For firms weighing the impact of .CPA adoption on client perceptions, Satterfield says "your market will be more receptive than you anticipate."

Visit Driven.cpa to see the .cpa domain in action at Driven business Solutions.

Ready to apply for your firm's preferred .cpa domain now? Get started at domains.cpa.



– **Jonathan Satterfield**
Owner of Driven Business Solutions



Firm Profile: Small Michigan based firm specializing in individuals and small businesses.

Niches served: Individuals, Small Businesses

Staff: 2