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.cpa Domains  
**Client Success Story**

# Widmer Roel adopts .CPA: Benefits beyond branding

When Fargo-based **Widmer Roel** heard about the opportunity to transition to a .CPA domain, they moved quickly. The firm applied for their preferred domain, WR.CPA, in early November 2020, and by the end of the month, had already switched their website and email addresses to WR.CPA.

The benefits were clear and immediate especially with the new branding opportunity that .CPA domain afforded Widmer Roel by allowing them to switch from widmerroelcpa.com to simply WR.CPA. Widmer Roel had planned their adoption alongside a move to a new office location. They used the relocation as an opportunity to get the firm's branding "off to a fresh start," says Tracee Buethner, a partner at the firm. "WR.CPA is so much more cohesive with our branding – one of our primary logos is just a 'WR', so we were thrilled."

Security is another big benefit for Widmer Roel. "I've really come to appreciate the security that's involved, and the trust that the .CPA domain provides," says Buethner. "When our third-party vendors or clients are receiving our emails, they know it's a legit email with .CPA. While firm leaders were most excited about the brand development opportunities, the trust and security that come with the adoption of a .CPA domain has been equally important in practice.

The switch to .CPA has also been received enthusiastically within the firm – particularly younger staffers who like working for a firm willing to embrace change and new advances in technology.

Does Buethner have any advice for other firms considering making the move to .CPA? "Just do it," she says. "Apply for the domain now before the one you want gets taken."

Visit [WR.CPA](https://www.widmerroel.com) to see the .cpa domain in action at Widmer Roel.

To apply for your firm's preferred .cpa domain, get started, get started at [domains.cpa](https://domains.cpa).



– **Tracee Buethner**  
Partner at Widmer Roel



**Firm Profile:** Mid-sized North Dakota based firm focusing on financial institutions, Non-profits and local businesses.

**Niches served:** Financial Institutions, Non-Profit Organizations

**Staff:** 43