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.cpa Domains
Client Success Story

King.cpa: A mark of distinction for King & King

"We live in a world where everyone gets a trophy," says Ryan King, partner at Michigan-based King & King. "Meanwhile, we all worked hard to obtain our CPA licenses – that's a trophy not everyone receives. The .cpa domain directly communicates that distinction, which is one reason we were so excited to put it to work for our firm."

King & King is a small firm with two offices and between 20–25 staffers, depending on the season. Firm leaders had been frustrated with their previous web address for years – for clients and prospects, it was too long, cumbersome to use, and difficult to remember. "We needed something much shorter and simpler," says King. "We'd been looking for ways to simplify our brand and name for more than five years, but the options for a .com-based domain were so limited."

When CPA.com announced the .cpa domain, King knew that the opportunity the firm had been waiting for had finally arrived. "We were excited," says King. "We knew how important this was for our branding plans – so we built our new brand strategy around the .cpa domain, made sure we secured the one we wanted, and then launched our branding, domain, and email updates."

Now King is able to provide clients and prospective customers with the simple, memorable domain name the firm always wanted: King.cpa. Since the firm successfully launched their new domain and brand, they've seen many more benefits as well. "We've seen a lot of value in the verification aspects of the .cpa domain," says King. "When clients receive an email from a .cpa domain, they know it's more secure."

For King, adopting the .cpa domain was simply a natural progression of the firm's overall strategy. "Plus, the new domain comes from an organization we already put our trust in – the AICPA – so we didn't hesitate to adopt it."

Want to see King's simple, direct new domain at work? It's easy to remember: King.cpa. To apply for your firm's preferred domain address now, get started at domains.cpa.



– **Ryan King, CPA CGMA**
Partner

KING&KING
CPAs

Firm Profile: Small Michigan based firm offering full range of accounting, tax prep, payroll and other services across their 2 offices

Staff: 10+ employees