

## *Advertising*

*11/23/01*

### *Board of Accountancy:*

*A CPA might wish to add his/her name to another company advertisement, referred to as XYZ company from this point. XYZ company would provide Referral services for the small business person, especially at the conception of the business.*

*Some examples of XYZ companies referral services would be legal advice, Financial advice, printing services (business cards etc) sign making and many other services needed by the small business.*

*XYZ company might wish to add a CPA to their list as a referral. This situation compliments all parties that would be involved.*

*The only printed form of advertising would be done via a brochure all Other referrals would be word of mouth.*

### *Question*

*Can a CPA advertise in this way?*

### *Reference:*

*61H1-24.001 Advertising (2) (a) (8)*

### *Conclusion*

*This is an allowable form of advertising for a CPA.*

*Janet Gentry CPA*