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MEDIA RELEASE

Bernard Robinson & Company adopts Xero as a preferred accounting solution

Xero's cloud platform helps BRC serve as a trusted business advisor to clients

Denver, CO — September 14, 2021 — [Xero](#), the global small business platform, today announced that [Bernard Robinson & Company](#) (BRC), one of the top ranked CPA firms in the United States, selected Xero as one of its preferred cloud accounting platforms.

As a full-service firm, BRC serves privately-owned businesses, corporations, families and high net-worth individuals, and non-profit organizations of varying sizes and stages. With the adoption of Xero, the firm will integrate the cloud accounting platform into its technology stack, helping them better advise clients, access real-time financial insights and make well-informed business decisions.

For Andy Harding, BRC's Director of Practice Development, he saw that Xero approaches things as a true partner and not just a tech vendor. "At BRC, we are focused on our clients' experiences and technology can enhance and leverage each client's journey. Xero is completely focused on that," Harding stated. "There were many discussions and time dedicated to understanding BRC's own unique clients' viewpoints so that as end users, their experience would be exceptional."

As an independent member firm of DFK USA, BRC maintains global affiliations with [DFK International](#), a global association with a network of more than 200 independent accounting, tax and business advisory firms located in over 90 countries. Through its membership, BRC can collaborate with other CPA firms in the US and abroad, to help clients find solutions to their business challenges. Xero recently [announced](#) it signed a three-year global agreement with DFK International and will become the accounting platform of choice for DFK's independent member firms and their small business clients.

Martin Sharp, executive director of DFK International said, "We are delighted that BRC has joined our many member firms worldwide that use Xero to enable them to offer clients the unique accounting experience that the platform provides. Xero's ethos of helping small businesses grow and prosper matches that of DFK, where our members use the best affordable technology to ensure that they are digitally enabled and remain future focused."

BRC also selected Xero to support its client accounting solutions (CAS), CFO advisory and family wealth management service lines. By bringing clients onto the Xero platform, the firm can help drive deeper conversations with their clients, using up-to-date information in Xero, and better advise them on how to achieve their business goals such as growing their business, exploring new markets or improving processes. Working with Xero also allows the firm to have access to the right tools and



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technology that can help set the firm up for future growth and success as they continue to expand and bring on new clients.

“We look forward to working closer with the BRC team to help provide them with detailed financial insights and real-time data that can help their clients achieve their business goals and thrive,” said Ben Richmond, US Country Manager at Xero. “The Xero platform has the flexibility to grow and scale with BRC and bring new ways of working to the clients they support so they can always stay ahead of the curve with new innovations.”

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About Bernard Robinson & Company

BRC is a Certified Public Accountant and Advisory Firm with business advisors serving today’s leading middle market companies, private companies, not-for-profit organizations, small businesses, individuals and government entities. Through dedicated teams, BRC also serves several key industry sectors with clients across North Carolina, the Southeast and nationwide. In business since 1947, the Firm has an excellent reputation as an employer and is currently listed by Accounting Today as one of the “Best Firms to Work For 2021.

BRC looks forward to continuing its mission as a trusted business advisor to clients, as an employer of excellence to all associates and as a builder of strong communities who always executes on the firm values conveyed in its tagline — Balanced. Responsive. Connected.

About Xero

[Xero](https://www.xero.com) is a cloud-based accounting software platform for small businesses with over 2.7 million subscribers globally. Through Xero, small business owners and their advisors have access to real-time financial data any time, anywhere and on any device. Xero offers an ecosystem of over 1,000 third-party apps and 300 plus connections to banks and other financial partners. In 2020 and 2021, Xero was included in the Bloomberg Gender-Equality Index and in 2020, Xero was recognised by [IDC MarketScape](https://www.idc.com) as a leader in its worldwide SaaS and cloud-enabled small business finance and accounting applications vendor assessment.