

## Bob Scott's VAR Stars 2018 Announced

[Your firm's name], has been selected as a member of the Bob Scott's VAR Stars for 2018, a group of 100 organizations honored for their accomplishments in the field of midmarket financial software

Members of the VAR Stars were selected based on factors such growth, industry leadership and recognition, and innovation. Selection is not based on revenue and those firms chosen represent a wide range of size and many different software publishers of accounting software.

"Each year, 100 VAR Stars are picked from the best organizations that market financial software. It is always an honor to recognize those who contribute to the development of our business," Bob Scott said.

### About Bob Scott

Bob Scott has been informing and entertaining the mid-market financial software community via his email newsletters for 19 years. He has published this information via the "Bob Scott's Insights" newsletter and website since 2009. He has covered this market for more than 25 years through print and electronic publications, first as technology editor of Accounting Today and then as the Editor of Accounting Technology from 1997 through 2009. He has covered the traditional tax and accounting profession during the same time and has continued to address that market as executive editor of the Progressive Accountant since 2009.

### About PMG360, Inc.

Bob Scott's Insights and the Progressive Accountant are published by PMG360, ([www.pmg360.com](http://www.pmg360.com)), a leading online media company that provides business-to-business (B2B) marketers and media planners unparalleled access to a highly qualified and engaged audience through their portfolio of lead generation programs, industry-specific Web sites, email newsletters, Web seminars, live events, podcasts, content/reviews, custom publishing and direct marketing databases focusing on the nonprofit, healthcare and accounting professionals.

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