

## CashView renamed Bill.com, offers free service for accountants



Rene Lacerte's new company unveils pricing — with a special deal for accountants

After helping to build QuickBooks and launching PayCycle, Lacerte (yes, *that* Lacerte family) is ramping up this new venture to handle payables and receivables, online, for small and mid-sized business. The application is a joy to work and the enterprise's pedigree is as impeccable as it gets in Silicon Valley. Keep an eye on this company.

Meanwhile, here's the special deal for accountants: Bill.com offers everyone the first month free. Then they charge \$15 per user monthly, with unlimited transactions. But, for accounting professionals only, Bill.com will waive the \$15/user fee, giving free usage of the Bill.com service for the accounting firm's own financials. Clearly, they know something about cracking the accountant channel. (Hint: it's about that favorite word, "free!")

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