

## FOR IMMEDIATE RELEASE

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### **McCarthy & Company Changes Over to the New .CPA Domain. *Clients of the Firm Will Benefit from More Data Security***

**Lafayette Hill, PA, and Tinton Falls, NJ, February 16, 2021** – McCarthy & Company, PC, a proactive CPA firm and leading provider of COVID-19 Recovery Services, is pleased to announce that it has changed to the new .CPA top level domain. McCarthy was one of the first firms to apply for and be granted the right to use the .CPA domain. McCarthy.CPA is its new domain name.

A domain is the last letters of an email address or website name. The American Institute of Certified Public Accountants (AICPA) says that the .CPA domain will help protect the firm's data and clients' personal information from phishing and other security threats with a harder-to-spoof online identity. Only licensed CPA firms and individual CPAs can use .CPA. The AICPA is working with the Internet Corporation for Assigned Names and Numbers (ICANN), a nonprofit that serves as the internet's governing body, on verifying applicants' credentials.

According to a press release issued by the AICPA on June 10, 2020, the rollout of the .cpa domain is part of a global movement aimed at improving security online. "Trust is a crucial commodity in business and on the internet, and it's a cornerstone of the CPA profession," Barry Melancon, CPA, CGMA, AICPA president, and CEO, said in the press release. "The .cpa domain will signal you're doing business with a licensed CPA firm or individual CPA, so it provides an additional level of trust, security and brand recognition in online interactions."

The most popular top-level domain is .com. Second-level domains represent all the sites included under a top-level domain's umbrella such as MCC-CPAs.com, McCarthy's old domain. "McCarthy.CPA is more representative of our brand," said Marty McCarthy, CPA, CCIFP, and managing partner of the firm. "It will be easier for people to find us online since we are now using McCarthy.CPA. The added benefit of having a more secure environment for our clients made the decision to change easy for us to make. The benefits of making the change far exceeds the cost. When clients receive a communication from us, they can rest assured it is from someone at the firm. This level of security is priceless."

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#### **About McCarthy & Company, PC**

McCarthy & Company, PC, is a proactive CPA firm that prides itself on providing clients with a high level of personalized service. Since 1967, the firm's priority has been to ensure that clients continually strengthen their financial position. The firm specializes in construction and real estate accounting and has been recognized by Construction Executive as a *Top 50 Construction Accounting Firm*™ in 2020 and 2019. In addition, McCarthy & Company is considered an expert in COVID-19 Recovery Services. It recently received the *Luca Pacioli Award* from Thomson Reuters in the COVID-19 Response category.

McCarthy & Company is well-recognized for its expertise serving clients ranging in size from small family-owned businesses to midsize companies and global multimillion-dollar corporations throughout Pennsylvania, New Jersey, and New York. The firm is a trusted advisor to businesses in the construction, real estate, professional services, waste management, logistics, and service industries, as well as municipalities. In addition to traditional assurance, accounting, tax, and business advisory services, McCarthy & Company specializes in sales and use tax, long-term financial planning, employee benefit plan audits, nexus studies, and tax credit analysis. More information is available at [McCarthy.CPA](https://www.mccarthy.cpa) or by calling 610.828.1900.