

## Picnic Tax unveils client/preparer matching service

---

**AT** [accountingtoday.com/news/picnic-tax-unveils-client-preparer-matching-service](https://accountingtoday.com/news/picnic-tax-unveils-client-preparer-matching-service)

By Jeff Stimpson December 10, 2019, 9:19 a.m. EST 1 Min Read

Picnic Tax has launch an online tax prep platform that aims to match clients with “their ideal tax professional” from a nationwide network of accountants.

The concept for Picnic Tax stemmed from frustration of founder Ryan McInnis with options in the prep market, including cloud solutions and the process of finding a CPA.

Picnic Tax bills itself as merging “the best aspects of traditional DIY tax software with the personal touch of working with an accountant,” and claims its platform enables customers to get through filing in 15 minutes.

Jeff Stimpson

Freelance writer