



Balfour Capital Group Intuit Inc.

Intuit Inc. is a leading American financial software company headquartered in Mountain View, California. Founded in 1983, Intuit specializes in developing and marketing financial management, accounting, and tax preparation software for small and medium-sized businesses, financial institutions, and individual consumers. Its flagship products include TurboTax (tax preparation), QuickBooks (accounting), Credit Karma (credit monitoring and personal finance), and Mailchimp (email marketing). The company serves approximately 100 million customers worldwide and has integrated artificial intelligence into its platforms to enhance user experience and efficiency.

1. Top 5 Competitors

Intuit operates in a competitive landscape with several key players:

- Sage Group – Offers accounting and payroll solutions.
- Xero – Provides cloud-based accounting software for small businesses.
- FreshBooks – Specializes in invoicing and accounting software for service-based businesses.
- Zoho Books – Part of the Zoho suite, offering comprehensive accounting tools.
- Oracle NetSuite – Delivers cloud-based ERP and financial management solutions.

2. Largest Institutional Shareholders

As of the latest filings, the top institutional shareholders of Intuit are:

- Vanguard Group Inc. – \$16.99 billion in holdings.
- Oribel Capital Management LP – \$15.35 billion.
- BlackRock Inc. – \$10.64 billion.
- State Street Corp. – \$7.65 billion.
- Price T Rowe Associates Inc. MD – \$5.26 billion.

Institutional investors collectively own approximately 83.47% of Intuit's outstanding shares.

3. Management Team:

Intuit's executive leadership includes:

- Sasan Goodarzi – Chief Executive Officer.
- Sandeep Aujla – Executive Vice President, Chief Financial Officer.
- Alex Balazs – Executive Vice President, Chief Technology Officer.
- Greg Johnson – Executive Vice President, General Manager of Consumer Group.



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4. Revenue

For the fiscal year 2024, Intuit reported:

- Total Revenue: \$16.3 billion, representing a 13% year-over-year increase.
- Combined Platform Revenue: \$12.5 billion, a 14% increase, encompassing the Small Business and Self-Employed Group Online Ecosystem, TurboTax Online, and Credit Karma.

5. Institutions with Buy Recommendations:

Intuit has received favorable recommendations from various brokerage firms: Nasdaq

- An average brokerage recommendation (ABR) of 1.50, indicating a consensus between "Strong Buy" and "Buy," based on 30 brokerage firms.

6. Summary of Analyst Sentiment:

Analyst sentiment towards Intuit is predominantly positive:

- Out of 34 analysts:
 - 32% recommend a "Strong Buy."
 - 50% recommend a "Buy."
 - 18% suggest "Hold."
 - 0% advise "Sell" or "Strong Sell."

7. Insider Buying and Selling Over the Last 24 Months:

Over the past two years:

- Insider Selling: Executives have sold a total of 794,997 shares, amounting to approximately \$475.5 million.
- Insider Buying: There have been minimal insider purchases, indicating a trend towards selling among insiders during this period.