

# WHY SELECTING THE RIGHT TAX PROFESSIONAL FOR YOUR BUSINESS IS LIKE DATING!



**Brought To You By:**

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**YOUR TAX COACH!**



## ABOUT THE AUTHOR:



Diane Gardner, Your Tax Coach, is a best-selling author and a Quilly Award recipient. She is also a Certified Tax Coach and an Enrolled Agent.

Diane's expertise lies in the area of tax planning. Her goal is to make sure successful entrepreneurs across the United States are paying the least amount of income tax they can legally pay. As a tax coach, she offers a FREE tax analysis for those interested in finding out if they are overpaying their income taxes. Her goal is to save taxes one business at a time through the use of pro-active tax planning.

Diane is also a believer in the mastermind and coaching concepts. She leads the "Business Breakthrough Mastermind Group" and offers coaching services to other entrepreneurs.

In her "spare time", Diane enjoys writing books. Her fifth book, "Stop Overpaying Your Taxes!" is now available on Amazon or on her website [www.taxcoach4you.com](http://www.taxcoach4you.com)

Family is vitally important to Diane and she is proud to be happily married to her husband, Mike. She also has a daughter and a grandson whom she adores. Diane's love of the outdoors often leads her outside for family camping, Dutch oven cooking, walks in the woods, bonfires, and picnics.

## **Why Selecting the Right Tax Professional for Your Business is Like Dating!**

While attending a Chamber meeting a couple of months ago, I overheard a conversation that I think takes place all too often. Tom and Larry were talking about using an off-the-shelf piece of software to prepare their tax returns. They were discussing the outcome of their individual and business tax returns.

As I listened in (OK, I was eavesdropping), I could tell they were quite knowledgeable about their businesses and their industry. Their level of business knowledge led them to believe they could do a good job in the tax area as well. After all, they were armed with a well-known piece of tax software and they just knew they could trust the software to make sure the tax returns were prepared correctly. Both of them seemed to be relatively pleased with the outcome of their tax returns.

As their conversation continued, I was thinking about various tax deductions that appeared to be missing and a few times I wondered about the legality of some of their deductions.

Our tax code is so complicated, it's impossible to be great at income tax preparation unless you make it your profession and spend countless hours studying the IRS code and learning about various tax court cases. (I know this sounds boring but some of us actually enjoy learning more about the tax code and its effect on our clients.)

Most business owners typically don't know much about income taxes and their effect on cash flow. They think all you have to do is file the tax return and pay the tax that is due. Oftentimes these business owners get their tax advice from everyone but a licensed tax professional!

Both Tom and Larry could benefit from aligning themselves with a good tax professional as part of their team. Not only will their tax returns be more accurate, but a licensed tax professional will often spend time each year preparing a tax projection and even reminding them of estimated tax payment due dates.

Most tax professionals do a good job of recording your history – putting the right numbers on the right forms. They may even make sure you file your forms on time but then they call it a day. Their job is to record history.

Did you realize there is a difference between conventional tax advisors and tax strategists or tax planners? The biggest difference lies in your tax advisor's perspective regarding income taxes. Tax professionals generally do a good job on what you hire them to do – income tax preparation. I contend this is only the tip of the “tax” iceberg.

You've probably seen a picture of a chunk of ice floating in the water. Did you realize that you only see about 15% of the total piece of ice sticking out above the water? The remaining 85% is below the surface and is not visible. Well, your taxes work in much the same way.

Tax preparation, while an important piece of your “tax” iceberg, is only a small part of the whole equation. The rest of the equation consists of determining tax strategies that will minimize your income tax liability and then implementing the various tax strategies that will insure you pay the least amount of tax legally possible.

Tax strategists, or tax planners, take a much different approach than conventional tax professionals. They look not only at your historical records but they also look at the present circumstances and future goals and desires of your business. In short, tax planners focus on the future instead of on the past.

Most tax professionals who focus on tax planning have undergone specialized training in the areas of tax law and tax strategies. At the completion of this training, they are awarded the Certified Tax Coach (CTC) designation.

A tax professional with the CTC designation following their name considers your unique circumstances and combines that information with their specialized tax knowledge of legal tax strategies, credits, deductions, and loopholes to identify tax saving strategies that will work best for you and your business. These tax saving strategies will result in a greatly reduced tax bill. The annual savings may be as low as two to three thousand dollars and may range to millions of dollars per year, with many of the strategies continuing to save you money year after year.

One more difference between conventional tax advisors and tax planners is the area of fees. Tax preparation fees are typically considered a cost of doing business each year. These fees are related to income tax preparation which includes the preparation of a tax return and the calculation and preparation of estimated tax payments. The required documents are then filed timely and the transaction is complete.

When you engage the services of a tax planner or tax coach, you are making an investment in the future of your business. This investment will pay off year after year and will generate increased profits for your business. Your bottom line will grow larger than the fee itself which gives you the ability to compute a return on your investment.

As a seminar speaker, tax coach, and best-selling author, I've coached with many business owners to lower tax bills over the years. It is quite rewarding to not only see them pay less tax each year but to show them how the IRS will cover my fees and also grow their bottom line!

No doubt you have heard the phrase – Work your strengths and hire your weaknesses. This is good advice that we should all be following. I'm not very good with technical "stuff" so I've hired an excellent computer technician to keep our computer systems running smoothly.

I've also hired a graphics design firm that helps me with a lot of my marketing. They've created banners, table top displays, re-designed my logo, created various parts of my shock and awe package, made a few signs, developed a window display, and created my book covers. It is more cost effective for me to utilize their creativity and graphics skills than it is for me to attempt to play in this arena.

I realize the importance of hiring various professionals to assist me with the skills I'm lacking. This has resulted in a smoother running business and considerably less stress on my part. The price I pay for their professional assistance is cheap when compared to the wasted hours I could be spending on something I would struggle with and probably never really accomplish.

So how do you choose a professional tax advisor to help you with important functions such as income tax preparation and tax planning? How do you know if you are working with the right tax advisor? What should you be looking for when you are choosing a tax advisor?

*Here are 25 questions to consider:*

- 1. Is this tax advisor familiar with your industry?*
- 2. Does the tax advisor have sufficient staff to meet your needs today and in the future?*
- 3. Is the tax advisor's business growing?*
- 4. Does the tax advisor have clients that are raving fans?*
- 5. Is the tax advisor active in the local community?*
- 6. Does the tax advisor have a website? If so, are there testimonials?*
- 7. Is the tax advisor available year around?*
- 8. What is the tax advisor's experience with the IRS?*
- 9. Who will be doing the work?*
- 10. Is the tax advisor conservative or aggressive?*
- 11. How does the tax advisor bill for his/her services?*
- 12. How frequently does the tax advisor communicate with his/her clients?*
- 13. What type of reputation does the tax advisor have?*
- 14. What type of guidance can the tax advisor offer your business?*
- 15. How available is the tax advisor for phone calls, meetings, and emails?*
- 16. What licenses does the tax advisor have?*
- 17. Do they have the CTC designation behind their name?*
- 18. How long has the tax advisor been in business?*
- 19. Who are some of the tax advisor's clients?*
- 20. How much continuing education does the tax advisor invest in each year?*
- 21. Does the tax advisor have in-depth tax knowledge and sufficient experience?*
- 22. Does the tax advisor have experience and training in pro-active tax planning?*
- 23. Who is the tax advisor's target client?*
- 24. Are they philosophically aligned with your ideas and beliefs?*
- 25. What do they love most about what they do?*

Good tax professionals are easy to find, but if you're really serious about building a great business it's worth the extra effort to find a great tax planner/strategist as this is an important position on your team.

Great tax advisors have a wealth of business knowledge and experience and ideally they have experience with other businesses in your industry. They have the ability to think strategically and not emotionally about your business. They are always offering ideas and suggestions of ways to grow your business and reduce your taxes.

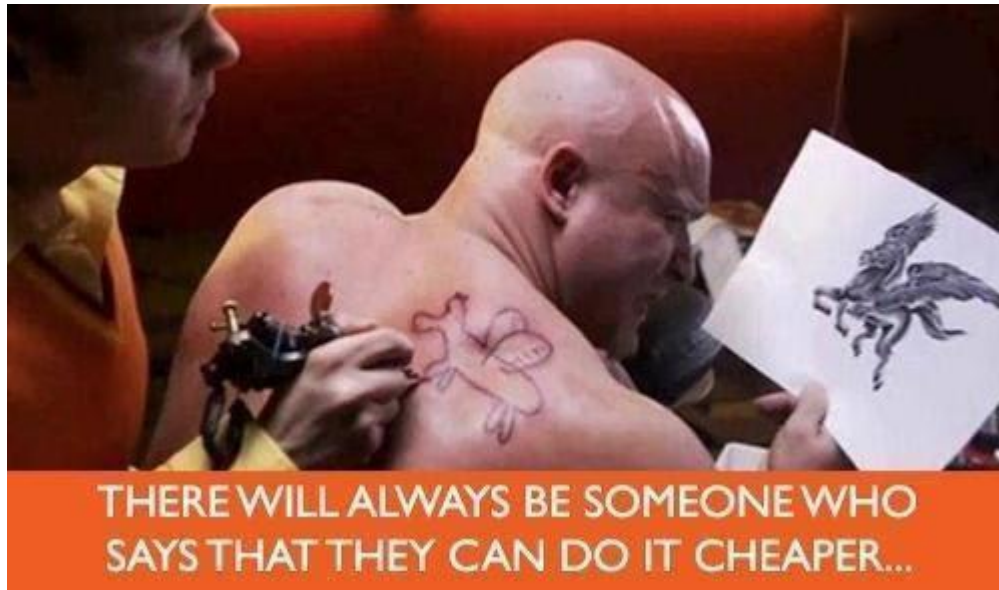
They also invest time and effort to execute a customized tax plan that legitimately allows you to keep more of what you earn and to pay the least amount of tax legally possible. They are candid and direct in their conversations and communications. You want your trusted advisor to tell you when they think you are heading down the wrong road and why.

Your tax advisor is so much more than just a tax professional. He or she is your trusted advisor and knows more than just about anybody when it comes to your finances. They can also help you make sound judgments which are beneficial to both your personal and business finances.

Your tax advisor is an extremely important part of your business team. They should have similar beliefs that line up with your beliefs. It is best to find someone who thinks like an entrepreneur as they will understand your business better. You also want to find an advisor who wants you to keep as much of your money as you legally can.

Earlier I mentioned looking for a tax planner who proudly displays the letters CTC behind their name. Well, I'm proud to be a member of this elite group of tax advisors/strategists. When you see this designation, you can trust you are in good hands!

Fees charged by great tax advisors will vary depending on the complexity of your tax planning needs. There is a great quote from Paul Neal "Red" Adair, the famous oil fire fighter, "If you think it is expensive to hire a professional to do the job, wait until you hire an amateur."



THERE WILL ALWAYS BE SOMEONE WHO SAYS THAT THEY CAN DO IT CHEAPER...

This is not an area where you should be cheap. You should think of this cost as an investment in your business that continues to pay out year after year after year. Good relationships cost money and the old cliché “you get what you pay for” is especially true in this area.

If you can save \$5,000 each and every year through pro-active tax planning, what would it be worth to you? Ask yourself, would you pay \$2,500 now to save \$5,000 each year? (I’m sure you would say yes to this question since you are reading this report!)

What if this investment netted you a 200% or even a 300% return on your investment? Can you get this type of return elsewhere? You certainly can’t get that type of ROI in a bank account!

How do you know when you are ready to invest in tax coaching services? The answer is pretty simple – if you have one of the following situations then you need a tax professional who can save you money on your taxes:

- Own a business, regardless of its size
- Operate a farm
- Own real estate
- Have investments



Self-employment tax is 15.3% and is calculated on your net business profit. When this tax is combined with federal and state income taxes, your total tax rate may be as high as 40-50%!

If you are overpaying your taxes, you are losing valuable money and that can make a huge difference in your ability to grow your business. Owning a business is the greatest legal tax shelter left in America. Failing to take advantage of the tax benefits of owning a business can cost you thousands of dollars each year.

A Certified Tax Coach can help you identify opportunities to save taxes regardless of the size of your business.

***SUMMARY:***

- 1. The tax code is very complicated so it's important to get help in this area.***
- 2. Tax planners take a much different approach to your taxes than do conventional accountants.***
- 3. Tax planning services are an investment in the future of your business.***
- 4. It's worth the extra effort to find a great tax professional.***
- 5. Good relationships cost money and the old cliché "you get what you pay for" is especially true in this area.***
- 6. You are ready to invest in tax planning & coaching if you own a business, operate a farm, own real estate, or have investments.***
- 7. Failing to take advantage of the tax benefits of owning a business can cost you thousands of dollars each year.***



Book your **FREE** consultation call with me to learn how a Tax Coach, like myself, can save you money!

Email me at [diane@taxcoach4you.com](mailto:diane@taxcoach4you.com)

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