



## **12 Advantages of Becoming a Certified Tax Professional**

If you're interested in becoming a certified tax professional, please contact Joel D. Broersma:  
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### **1. Lower Your Own Tax Bill!**

By having tax knowledge and ability, you'll be able to lower your own tax bill. Most people pay somewhere between  $\frac{1}{4}$  and  $\frac{1}{3}$  of their income in taxes! Knowing how to lower this bill will add up to a lot of money back in your pocket, plus you'll save on the tax preparation fee. ☺

### **2. High Income Potential**

How different would it be to start each year with over 100 clients planning to sit down with you to prepare their taxes? The average professional tax return preparer earns between \$25 and \$100/hour. Keep in mind, this is *in addition* to the other lines of business you offer!

### **3. Professional Career**

In a short ten week time frame, you can go through our sixty hour comprehensive tax course, training you on how to prepare tax returns. The knowledge alone will help you grow your practice in every other area. There is no college degree required; this is not accounting, it is tax preparation! It simply requires the ability to read, comprehend tax laws and have great people skills.

### **4. Career Stability**

"In this world, nothing can be said to be certain, except death and taxes" –Benjamin Franklin. Even when legislation is passed to simplify the tax code, tax law changes cause confusion among taxpayers and, invariably, new tax law changes are enacted to manipulate the economy or meet some social need. There will always be a need for tax professionals, especially to help individual and small business taxpayers who have more complex tax returns or who simply do not have the time, aptitude or interest in preparing their own returns; or who want peace-of-mind in knowing their tax professional stands behind their taxes and is available when needed to help them deal with the IRS.

### **5. Personal Satisfaction**

As you step alongside your client to assist them with preparing taxes, you become the highly trusted advisor they've been looking for. You are able to make the dreaded task of tax preparation a pleasant experience by educating them in the tax laws and simplifying the task. You ensure your clients' tax liabilities are minimized and their refunds are maximized. You establish a very personal relationship with your clients who look forward to seeing you each year.

## **6. High demand for Tax Professionals**

Effective January 1, 2012, the IRS implemented nationwide regulation of tax preparers, but the regulations were suspended due to a court order and the IRS lost their appeal. However, the new IRS Commissioner advocated the regulations to be reinstated on a voluntary basis. The regulations would enhance the image of the tax preparation industry. Those who voluntarily meet the requirements would have a competitive advantage over many unqualified tax preparers. The IRS credential would result in more tax preparation business for tax professionals who meet the standard. HBW Tax Partners is in a position to assist you with getting certified and will prepare graduates to pass any IRS exam.

## **7. Professional Status**

After completing the Comprehensive Income Tax Course, you will receive a certificate to frame and mount on the wall of your tax office. You could also consider earning the Enrolled Agent (EA) designation. This allows you to represent clients before the IRS. The IRS EA designation is the most significant professional credential in the tax preparation industry.

## **8. Flexibility**

Whether you have your insurance license(s), securities license, IA license or all of the above, professional tax preparation will complement them! You can prepare taxes any hour of the day or night, making it easy to customize your schedule around it. Tax preparation is a great way to cross market and utilize all your designations!

## **9. Portability**

Anywhere there are US citizens, there is a need for tax professionals. In fact, you can even prepare taxes remotely. All you need is a computer and a good internet connection!

## **10. Jumpstart Your New Year!**

Have you ever made a business plan in December, only to be frustrated and off course by February? January 1<sup>st</sup> through April 15<sup>th</sup> is the traditional tax preparation season. Imagine doing tax prep for *all* your clients, which means seeing them face-to-face or at least having a conversation with them, in the first 90 days of the year!

## **11. Complementary to Other Professionals**

Having income tax knowledge will enhance every other area you serve. Think about how many instances you've had a conversation with a client, and the discussion included some kind of tax element. It happens all the time! Get the knowledge and enhance your career by becoming a certified tax professional.

## **12. Recession Resistant**

All taxpayers must file every year, regardless of current economic conditions. Most people who use tax preparers do so because they lack the ability to prepare their own returns. In a bad economy, minimizing one's tax liability is especially important. Your clients will be loyal to you. When you combine services and become the go-to professional for all their financial needs, your client retention will be among the highest in the industry.