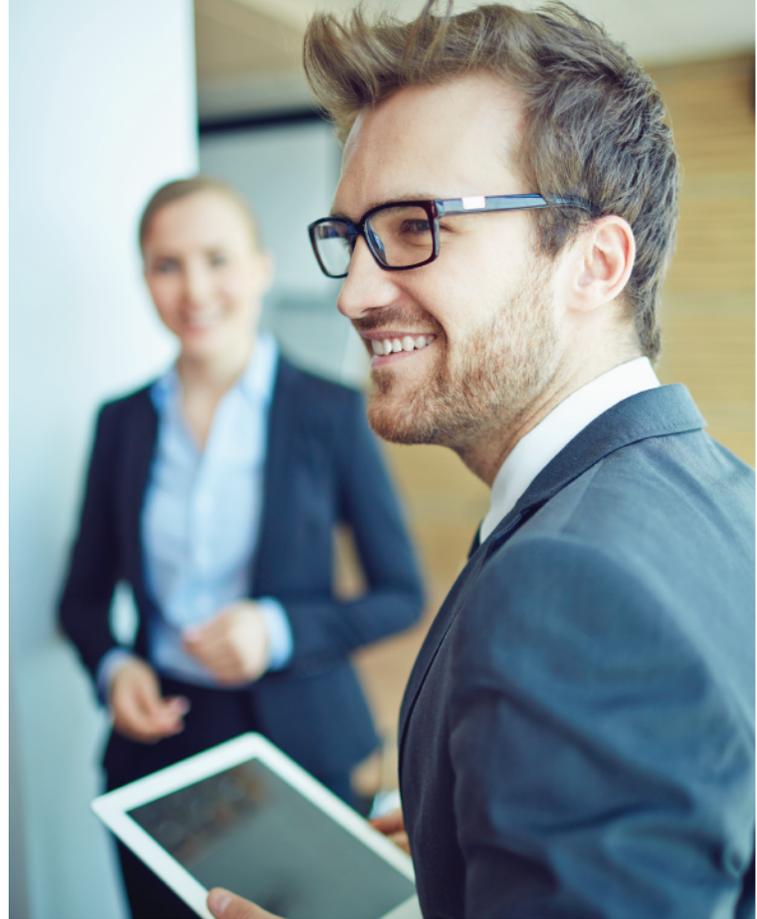


Starting Your Professional Tax Preparation Business

Starting a professional tax practice is an exciting venture that provides numerous benefits, but for many, the most important question is, where do I begin? Whether you are a seasoned tax pro or just starting to get into the industry, there is a unique process that comes with starting your tax practice. If you plan on becoming a solo practitioner or have plans to launch a larger practice, this guide will offer some important steps you can take to start your professional tax practice.





1 Register Your Practice

Once you have decided on your business structure, you can register the practice with your state. A common way that small companies register is by filing a Doing Business As (DBA) name with their state. Adopting a DBA is especially useful for sole proprietorships and offers a less formal structure than others. Using DBA, your business can be under a name other than your legal name. Another option is to form a limited liability company (LLC) or corporation, which automatically registers your business with the state. LLC owners must file formal documents with their state, pay a filing fee, and comply with other regulations before getting started. Contact your state government to find more information about registering with your state. Some business types may also require a Federal Employer Identification Number (EIN). While some states allow you to apply for an EIN during the business registration process, some states require separate applications.

2 Obtain Your PTIN

The IRS requires that all enrolled agents and all tax return preparers who are compensated for preparing returns or assist in the preparation of federal tax returns for compensation must have a valid preparer tax identification number (PTIN). The application process is simple and can be completed through the IRS website. Once you receive your PTIN, it can only be used for you as an individual. If you hire anyone else to prepare returns as part of your business, each employee must obtain a separate, valid PTIN. PTINs expire and need to be renewed every year. You can learn more about PTIN requirements and how to get a PTIN by visiting the IRS website.



3 Obtain Your EFIN

Before you can electronically file tax returns, you or your firm must apply to become an Authorized e-File Provider with the IRS and obtain an electronic filing identification number (EFIN). You will need to complete a separate EFIN application for each location from which your business will electronically file returns. To begin the application process, create an IRS e-services account. Then complete your e-File application online. When your application is approved, the IRS will send an acceptance letter and your EFIN.

4 Choosing Tax Software

The next crucial step in starting your practice is selecting the right tax software for your business. For this, you must look at the following factors: the number of clients you expect to serve, are you incorporating corporate returns, which forms you'll be using, how many states in which you'll file, and more. MyTAXPrepOffice offers solutions for every factor. MyTAXPrepOffice provides top-rated software for an affordable price. Our plans are packed with the latest productivity tools and everything you need for a successful tax season. The plans are catered to fit your needs, which will help you meet your client's needs. Finally, have the software that you deserve without breaking the bank.

As this industry migrates to “on the go” services, you must consider adopting a web-based program. This will ultimately expand your customer base, giving you the opportunity for additional revenue. MyTAXPrepOffice uses cloud-based technology that delivers a faster, more secure, and easily accessible program. Finally, have the freedom to work from anywhere, any time, on any device.

Having a support team that you can count on is essential to your business. You deserve to feel confident in your program, and with our dedicated support team, you will get the help you need before, during, and after tax season. Get set up, trained, and using MyTAXPrepOffice in no time.

Questions to keep in mind when selecting tax software:

- Is this software within budget?
- Are there multiple plans?
- Which plan is right for me?
- What is included in each plan?
- What features are included?
- Is it easy to use?
- What training options do I have?
- Is the support team knowledgeable and available when I need them?

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I have been using MyTAXPrepOffice software for five years. I am very pleased with the software, customer support, and the price!

Brenda B.



5 Marketing Your Tax Practice

When it comes to marketing your tax practice, start simple. Growing a business takes time, but with the right tools and techniques, you can develop a plan that will attract clients and get your name into the industry. It is important to know what customers want from a tax preparer when forming your marketing plan: capability, professionalism, trustworthiness, and assurance that the preparer will produce the best result possible.

If you've already worked as a tax preparer, you may have secured a following, and most likely, your clients will support you in your new practice. Now is a great time to utilize a referral program. Consider offering incentives to clients to spread your company name to friends and family.



Build Your Website. A website is a must for your tax businesses. To start, create a pleasing and user-friendly layout that highlights your services, qualities, and contact info. Aside from design, be sure to create SEO-friendly content so that you can start to gain traffic for your site.

Connect with Social Media. Use multiple social media platforms to inform your network of your new practice. It is a great way to connect with current and prospective clients, peers, and others in the industry. Establish your presence by posting relevant content daily.

Send Emails & Marketing Materials. Utilize marketing software that extracts email addresses automatically from your customer database. This will allow you to send one mass email that includes company info or special offers. Consider sending postcards in addition to email marketing. Direct mail sent to new businesses and homeowners can feel more personal and result in customer growth.



About MyTAXPrepOffice

At MyTAXPrepOffice, continuous improvement is not just a motto; it drives our brand ideals and values.

MyTAXPrepOffice was conceived to fill a gap in the tax software industry for an online, cloud-based program that is technologically advanced and fills the unique needs of today's tax preparation environment.

Decades old, inflexible desktop programs still require cumbersome installation and downloads, lack mobility, and are more expensive. MyTAXPrepOffice requires no networking or downloads, is **completely mobile**, and provides a fast, accurate, and easy to use tax preparation software that is packed with all the productivity tools you need to run a successful tax business. We offer **affordable plans** for the one person tax office to preparers with multiple offices and numerous preparers. Paired with our client portal and financial product offerings, your business can be anything you imagine it to be.

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Our promise to you...
relentless pursuit of
maximum productivity.

The MyTAXPrepOffice Team