

Growing Your Business in a Multi-Cultural Environment

- Multi-Services
- Language Barriers
- How do You Hire Quality Employees



Your Presenter

Niki J Young, EA
Director of Instructors



Objectives

- Business is constantly changing
- Must keep up with competition
- Look how the tax industry has changed
- 2011 end of Refund Anticipation Loan
- Clients are more sophisticated
- Review the changes
- Learn what national companies are doing

2017 Filing Season Statistics

2017 FILING SEASON STATISTICS			
Cumulative statistics comparing 04/22/2016 and 04/21/2017			
Individual Income Tax Returns:	2016	2017	% Change
Total Returns Received	136,528,000	135,638,000	-0.7
Total Returns Processed	129,456,000	128,789,000	-0.5
E-filing Receipts:			
TOTAL	122,546,000	122,164,000	-0.3
Tax Professionals	70,864,000	70,401,000	-0.7
Self-prepared	51,682,000	51,763,000	0.2
Web Usage:			
Visits to IRS.gov	325,525,568	312,255,666	-4.1
Total Refunds:			
Number	97,079,000	97,104,000	0.0
Amount	\$263.197 Billion	\$268.296 Billion	1.9
Average refund	\$2,711	\$2,763	1.9
Direct Deposit Refunds:			
Number	81,221,000	81,646,000	0.5
Amount	\$234.269 Billion	\$239.410 Billion	2.2
Average refund	\$2,884	\$2,932	1.7

- 7X more advertising for new clients
- 89% of your clients will return
- Favorable experience
- How do you duplicate yourself?
- Bank Products are shrinking
- Prepare more difficult returns – Corps, etc.
- More taxpayers are going to DIY
- Major chains are dropping by 6%
- More IRS activity
- Going to retire? Grow your business to get more \$\$

Getting Ready for more Business

- Prepare to open year round
- Meet your clients needs
- Listen to your clients – what do they want?
- Add more services
- Notary Public
- Insurance
- Real Estate
- Audit Representation

Getting Ready for more Business

- How much do I charge?
- Get your office ready!
- Clear clutter from desk and windows
- Clean restrooms
- Clean lobby
- Update furniture
- Update your skills
- Call your competition – Learn about them

Biggest Challenge Facing Us?

- How do I get a pipeline of qualified employees?
- How do I hire and keep employees?
- How do I pay employees?
- How do I train employees?
- How do I keep employees coming back?

Advertising

- Word of mouth
- Ask for referrals!
- Preschedule your appointments
- Call your clients after Christmas
- Send appointment letters
- Use free email software – Mail Chimp
- Postcard campaigns

Advertising

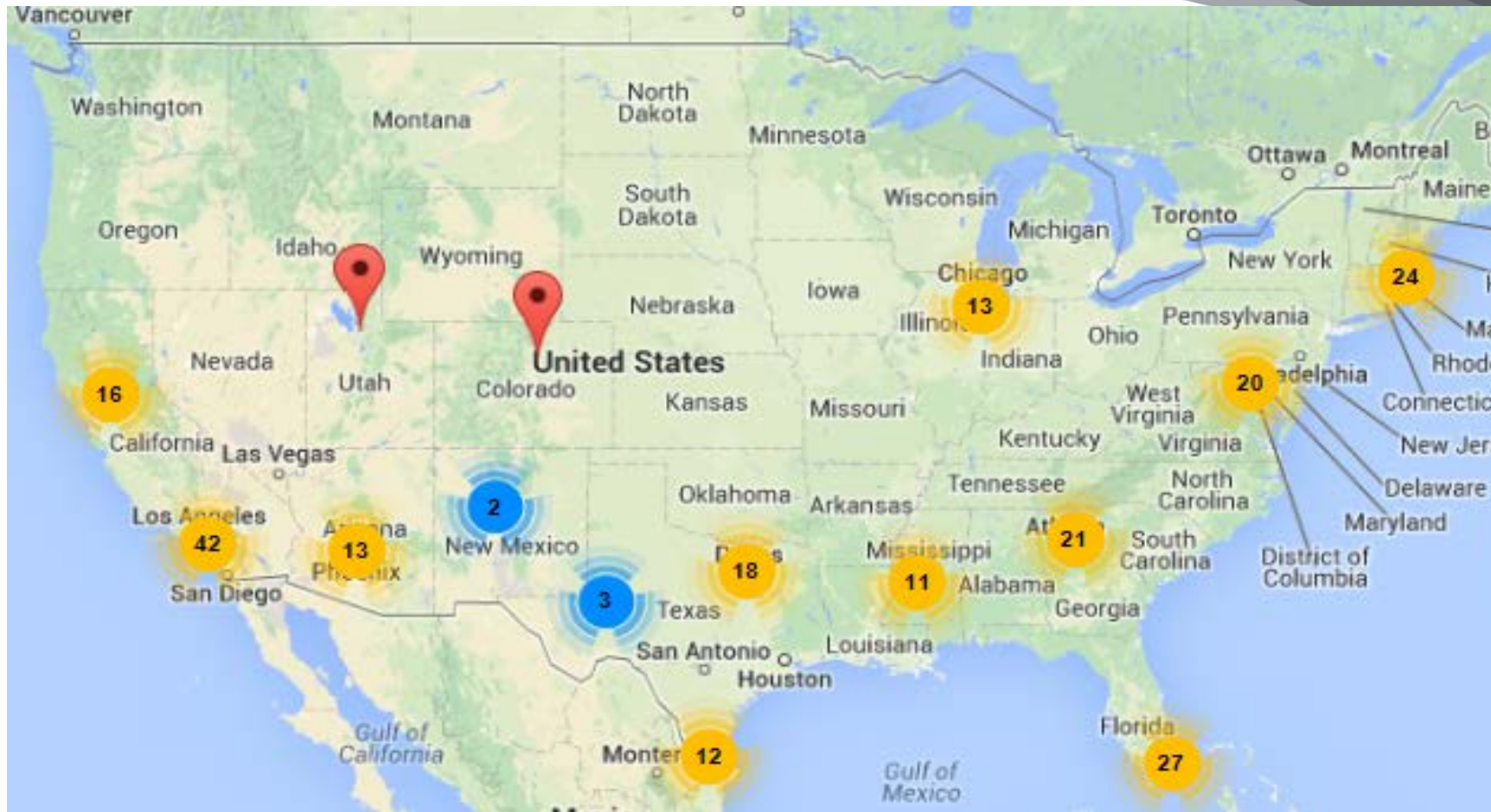
- Avoid the following:
- TV
- Radio
- Newspapers
- SEO
- Expensive

Current Training

- Training, Training, Training
- Where Do You Get Your Training Now?
- How Do You Recruit New Employees?
- What are Your Goals?
- How are You Going to Double Your Business?
- How Do Your Stress?
- What's Your Growth Plan?

Proven Success

- All Your Services Must have a Training System
- e.g. Block, Jackson-Hewitt, Liberty Tax
- Each Office a Training Center
- Consistency is Key to Profits
- Hundreds of LTPA Training Centers
- We Make it EASY!



Live Training Benefits

- The new RAL = Really Awesome Learning
- Train Your Staff Your Way
- Recruit Employees from Your Class
- Be a Leader in Your Community
- New Revenue Channel

Main Components

- Location and Space
- Lesson Plan and Outline
- Online Videos and Instructor Dashboard
- Approved CPE Hours IRS or CTEC
- Marketing Materials
- Instructor Training

Location and Space

- Your Office
- No Office too Small
- Local Church
- Community Center
- Library
- Hotel Conference Room



Instructor Materials

- OnBoarding
- Lesson Plans
- Guide Book
- Class Schedule
- Evening Classes? Weekend Classes?
- *Instructor's Corner*

Hybrid Training Method ®

- 15 Chapter Reference Book
- English or **Bilingual** Spanish
- Cover Material in Class
- Complete HW online
- Based on RTRP Exam Specifications
- Learn to Prepare a 1040 on Your Software

Objectives

At the end of this lesson, the student will have an understanding of:

- The five filing statuses and the requirements for each
- When a return needs to be filed
- The requirements to be a dependent
- The tie-breaker rules for dependents
- The difference between custodial and noncustodial parent
- The requirements for a taxpayer to claim a qualifying child or qualifying relative
- The difference between a qualifying dependent and a qualifying relative
- The five tests for a qualifying child
- When and who must file a decedent return
- What an exemption is

Resources

Form 1040EZ Form 1040A Form 1040 Form 8453 Form 8332	Publication 17 Publication 501 Publication 519 IRS Tax Tip 2011-09, January 13, 2011	Instructions Form 1040EZ Instructions Form 1040A Instructions Form 1040 Instructions Form 8453 Instructions Form 8332 Tax Topic 851
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Filing Information

The due date for an individual tax return is April 15. An automatic six-month extension can be filed on Form 4868 by the due date. If the taxpayer has a balance due, the taxpayer needs to pay the total amount by April 15 to avoid penalties and interest. A late filing penalty may be assessed. Penalties and interest will be covered in a later chapter.

Who Must File

A federal income tax return needs to be filed if the taxpayer is a citizen or resident of the United States or a resident of Puerto Rico and the taxpayer meets the filing requirements for any of the following situations:

- Is an individual in general
- Is a dependent
- Is a child under age nineteen or a full-time student
- Is a self-employed person
- Is an alien

Filing requirements may apply even if the taxpayer does not have a balance due. Even if taxpayers do not have filing requirements, it may be to their advantage to file a return.

Example: Henry is sixteen and a qualifying dependent of his parents, Breindel and Jack. He works part time at the Bagel Corner. Henry earned \$1,121.32 and had federal withholding tax (FIT) of \$196.32. Henry does not have to file a return because his income is below the reporting amount, but Henry should file to receive his FIT back.

Objetivos

Al final de esta lección el estudiante tendrá un entendimiento de:

- Los cinco estados para declarar y los requisitos para cada uno
- Cuando una declaración se tiene que reportar
- Los requisitos para ser un dependiente
- Las reglas de desempate para dependientes
- La diferencia entre el padre con la custodia y padre sin la custodia
- Los requisitos para que un contribuyente pueda reclamar un hijo calificado o pariente calificado
- La diferencia entre un dependiente calificado y un pariente calificado
- Identificar las cinco pruebas para un hijo calificado
- Identificar cuándo y quién tiene que reportar una declaración de difunto
- Entender lo que es una exención

Recursos

Formulario 1040EZ Formulario 1040A Formulario 1040 Formulario 8453 Formulario 8332	Publicación 17 Publicación 501 Publicación 519 Consejo tributario, IRS 2011-09, 13 de enero de 2011	Instrucciones del Formulario 1040EZ Instrucciones del Formulario 1040A Instrucciones del Formulario 1040 Instrucciones del Formulario 8453 Instrucciones del Formulario 8332 Tema tributario 851
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Información para declarar

La fecha límite para una declaración individual de impuestos es 15 de abril. Una extensión automática de 6 meses se puede presentar en la Formulario 4868 para la fecha límite. Si el contribuyente debe un balance, tendrán que pagar la cantidad total para el 15 de abril para evitar multas e interés. Se impondrá una multa por reportar tarde. Las multas e interés se cubrirán en un capítulo posterior.

Quién debe declarar

Se debe presentar una declaración federal de impuestos sobre ingresos si el contribuyente es un ciudadano o residente de Estados Unidos o residente de Puerto Rico, y el contribuyente cumple con los requisitos para cualquiera de las siguientes situaciones:

- Individuos en general
- Es un dependiente
- Es un hijo menor de 19 años o estudiante de tiempo completo
- Persona que trabaja por cuenta propia
- Extranjeros

Los requisitos para declarar podrán aplicarse aunque el contribuyente no debe un balance. Aunque no cumpla con los requisitos para declarar, puede beneficiarse al presentar una declaración.

Ejemplo: Henry tiene dieciséis años y es un dependiente calificado de sus padres Breindel y Jack. Trabaja a tiempo parcial en el Bagel Corner. Henry ganó \$1,121.32 y tuvo una retención federal de impuestos (FIT, siglas en inglés) de \$196.32. Henry no tiene que presentar una declaración de impuestos ya que su ingreso es menos que la cantidad mínima requerida, pero es conveniente que Henry presente su declaración para poder recibir su FIT que le fue retenido.

Online Component



2017 Annual Federal Tax Refresher Course-6 Hours -eBook and Textbook

Coming Soon! Preorder your copy today!

In order to be included in the AFSP-Record of Completion you must complete 10 hours of federal tax law; 2 hours of ethics and pass the AFTR test by December 31, 2016.

The Annual Filing Season Program is intended to recognize and encourage unenrolled tax return preparers who voluntarily increase their knowledge and improve their filing season competency through continuing education. This course is designed to follow the 3 domains that are set by the IRS. **This course qualifies for the 6 hour AFTR course.**

How do I obtain an Annual Filing Season Program (AFSP)-Record of Completion for Filing Season 2017?

In general, to obtain an Annual Filing Season Program – Record of Completion a return preparer must obtain 18 hours of continuing

TAKE THIS COURSE

\$109.00

\$8.72 Shipping cost

UNLIMITED ATTEMPTS

COURSE CERTIFICATE



Marketing Materials

- Posters in your office
- Ask your clients to work for you!
- Flyers with each tax return
- Inquiry cards
- Call Your clients to start

Marketing Materials

- 18" x 24" posters
- Contact cards
- Flyers
- More Online
 - Note Pads
 - Pens
 - Flyers
 - Posters


LatinoTaxPro.org
Latino Tax Professionals Association

Escuela de Impuestos

Con Nosotros:
Sabiduría es Poder
Comunidad es Seguridad
Profesionalismo es Integridad



**¡Cambie su Futuro!
Gane Más\$ Dinero
Sea un Profesional en Impuestos**

Nuestras clases están diseñadas para que usted aprenda las habilidades para cambiar su futuro e incrementar sus ganancias.

- Horario Flexible de Clases
- Instructores Experimentados
- Localidades Convenientes
- Matriculación Accesible

**Regístrese Hoy
El Espacio
es Limitado**

Llame Ahora al _____

**Change Your Future
Become a Tax Professional**



**Make Some
Extra Ca\$h**

Register Today

Class Size is Limited

Call
Classes Start Soon

Instructor Training

- Finish the Tax Prep Course
- Finish On Boarding
- Start Your First Class
- You Are a Mentor Already To Your Staff
- Instructor Dashboard

Instructor Dashboard

Students

Student: Search by code: Course:

Students

Codes

ID	Username	Student	Course	Code	Progress
125	alicia_diaz@live.com	MARIA ALICIA DIAZ DE LOPEZ	15 Hour Continuing Education - eBook and Booklet	612075	0%
125	alicia_diaz@live.com	MARIA ALICIA DIAZ DE LOPEZ	CTEC 5 Hours Tax Law - California with Booklet	277477	0%
444	promotax@jes.nocoxmail.com	Jose J. Arrechavala	Curso de Preparación de Impuestos con libro electronico y libro de texto	Arrec325	1%
444	promotax@jes.nocoxmail.com	Jose J. Arrechavala	2015 Annual Federal Tax Refresher Course-18 Hours - eBook and Textbook	Arrec431	12%
510	mvirgo78@aol.com	maria vega	2015 Annual Federal Tax Refresher Course-6 Hours -eBook and Text Book	233088	0%
510	mvirgo78@aol.com	maria vega	CTEC 60 Hour QE - California - eBook and Text Book	12300	100%

Instructor Dashboard

Quiz Results

Name	Date Taken	Passing Score	Student Score
2014 60 Hour CTEC Ethics Review Questions	05/29/14 04:18:47	70%	90%(Passed)
2014 60 Hour QE CTEC Final	06/02/14 03:21:47	70%	95%(Passed)
CTEC Adjustments to Income Review Questions	06/11/14 12:03:12	70%	100%(Passed)
CTEC Adjustments to Income Tax Practice Activity Review Questions	06/04/14 04:51:33	70%	100%(Passed)
CTEC Business Income and Depreciation Review Questions	06/04/14 02:06:02	70%	100%(Passed)
CTEC Business Income and Depreciation Tax Practice Activity Review Questions	06/04/14 02:20:22	70%	100%(Passed)
CTEC Capital Gains and Losses Review Questions	06/04/14 02:29:07	70%	100%(Passed)

Instructor Dashboard

CTEC 60 Hour QE - California - eBook and Text Book

Gradebook

Username: mvirgo78@aol.com
 Name : maria vega
 Email : mvirgo78@aol.com

Name	Date Taken	Passing Score	Student Score
2014 60 Hour CTEC Ethics Review Questions	05/29/14 04:18:47	70	90%(Passed)
2014 60 Hour QE CTEC Final	06/02/14 03:21:47	70	95%(Passed)
CTEC Adjustments to Income Review Questions	06/11/14 12:03:12	70	100%(Passed)
CTEC Adjustments to Income Tax Practice Activity Review Questions	06/04/14 04:51:33	70	100%(Passed)
CTEC Business Income and Depreciation Review Questions	06/04/14 02:06:02	70	100%(Passed)
CTEC Business Income and Depreciation Tax Practice Activity Review Questions	06/04/14 02:20:22	70	100%(Passed)
CTEC Capital Gains and Losses Review Questions	06/04/14 02:29:07	70	100%(Passed)
CTEC Capital Gains and Losses Tax Practice Activity Review Questions	06/04/14 02:36:40	70	85%(Passed)
CTEC Electronic Filing and Safeguarding Taxpayers Information Review Questions	06/09/14 12:24:39	70	100%(Passed)
CTEC Extensions and Amendments Review Questions	06/10/14 11:55:07	70	70%(Passed)
CTEC Extensions and Amendments Review Questions	06/09/14 12:37:52	70	60%Failed

Lesson Plans

Chapter 2: Introduction to Form 1040

Review from Prior Chapter

- What is Circular 230?
- Who is governed by Circular 230?
- What is ethics?
- What is a moral?
- Is there a difference between ethics and morals? If so what?

In this Chapter

Tax preparation is the process of preparing tax returns. The tax preparation textbook is designed to follow Form 1040 (also known as the long form) with Schedules A, B, C, D, E, and F. Discuss each section line by line.

After completing this chapter, the students will have an understanding of the following concepts:

- Personal information
- Filing status
- Exemptions
- Income
- Adjusted gross income (AGI)
- Tax and credits
- Other taxes
- Payments
- Refunds, amounts owed, third party designee, and signature section

Tax Preparation Course 2017 SYLLABUS

Course: CTEC 60 Hour Tax Prep Course

September 12, 2017 – November 16, 2017

Tue & Thu, 6:00 PM - 9:00 PM

Instructor: Nik Young

866-936-2587

niki.young@latinotaxpro.org

Objective: This course provides entry-level tax education, which consists of 45 hours of Federal Income Tax instruction and 15 hours of California State Income Tax instruction. The 60 Hour Ed

Instructor Training Includes...

- Tips for leading a class
- Classroom Set-up Ideas
- First Day of Class
- Lesson Plan Execution
- Recruiting Students



Who We Are

- Practitioner Partner with IRS
- Education and Tax Professionals, 30+ years
- We're More than a Tax School
- Proven Methods to Grow your Business
- 6 Offices, 10,000+ tax returns



Tax Education Programs

- 15 Hours IRS Approved CE
- Tax Preparation Course
- California CTEC
- Schedule C, EITC Modules
- Intro to Corps

Get All Courses for One Year!

- Your Instructor Program is good for 1 Year
- Get a copy of all of our Standard Courses
- Get Updates in the Fall!
- Take as many Courses as you need!
- Over \$1,600 worth of Courses
- Professional Membership Included!

Professional Training \$597 System

- Instructor Training & Certification
- Classroom Guidelines
- Course Lesson Plans
- Startup Marketing Materials
- Instructor Dashboard
- Placement under “Find a Training Center”
- Tax Prep Course (includes 15 hours CE!)



Instructor Support

- Education Account Manager
- IRS Stakeholder Liaison updates
- Phone/Live Chat/Email Support
- Tax Chat ®
- Instructor Corner Emails



**Visit our Website
for Courses and Live Training**
Join us at our National Convention
in Las Vegas from August 8, 9 & 10 2017

Hotel Information



Rio Las Vegas Hotel and Casino
3700 W Flamingo Rd, Las Vegas, NV 89103

2017 Regional Seminars

- Saturday Sept 30th – Oakland CA
- Saturday Oct 7th – Anaheim CA
- Saturday Oct 21st – Philadelphia PA
- Saturday Nov 4th – Chicago IL
- Saturday Nov 18th – Houston TX
- Saturday Dec 2nd – Miami FL
- Saturday Dec 9th - Dallas TX
- Earn CE hours, network, learn, and have fun!

Important 2017 Tax Updates

- Changes in Due Diligence for Tax Preparers
- Changes in Refundable Credit requirements
- Changes in EITC and Refundable Credits!
- Available Now at Vegas and Online

Contact Us

- www.LatinoTaxPro.org
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- Account Executives Are Standing By

