

# The Cutting Edge



on the web @ [www.ElectronicTaxAdministration.com](http://www.ElectronicTaxAdministration.com)

**For C.P.A.  
Tax Professionals**

EAS\$Ytax® has NEVER sold our confidential client information and NEVER will.

# EAS\$Ytax<sup>®</sup>

## Electronic Tax Administration<sup>sm</sup>

*Electronic Tax Return Filing \* Income Tax Return Preparation \* Refund Anticipation Loans & Checks  
And other products related to IRS Electronic Tax Programs*

10000 Riverside Dr Suite 8 Toluca Lake CA 91602

818 505-1983 \* 800 616-4272

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### EAS\$Ytax<sup>®</sup> offers

- **National Brand Identity**
- **More Money Per Return**
- [www.ElectronicTaxAdministration.com](http://www.ElectronicTaxAdministration.com)
- **Marquee Tax Professional Status**
- **IDENTITYCARD<sup>SM</sup>**

An article on SmartPros.com, May 12 2007, reported that "Accountants are among hundreds of occupations that could be obsolete in the U.S. over the next generation, according to Princeton economics professor Alan Blinder." The accounting profession is in danger of being outsourced off-shore. As Tax Professionals, we must either change or disappear.

— Allen J Budzichowski, EAS\$Ytax<sup>®</sup> Founder and CEO

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*Our most valued asset is the Trust of our clients*



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# Letter from the Founder

ALLEN J. HUDZICHOWSKI C.P.A. / EASYtax<sup>sm</sup>

10000 Riverside Dr. Suite 8  
Toluca Lake, CA 91602  
(818) 505-1983 (800) 616-4272  
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Dear Colleague

As many of you know, I have been active in tracking developments in e-filing for some time. As the IRS has succeeded in their objective to transact all business electronically with all Taxpayers, our clients, the retail tax compliance industry has changed before my very eyes.

The retail tax compliance companies, our competition, such as, and especially, H&R Block, are using aggressive marketing strategies to expand and build market share on a yearly basis. Yet, although the average independent CPA firm relies heavily on the profitability of its tax compliance practice, the way that the CPA profession does business has changed little in the same period of time.

I have always taken the position that e-filing offers opportunities for the CPA profession and the tax compliance and e-filing industry. For the past few years I have been investing in intellectual property I believe will take advantage of those opportunities and have developed a business plan for a strategy I believe will improve the profitability of the tax compliance segment of your existing practice without substantially changing the basic operation of your firm.

Attached is a brief summary of my business plan for the development of EASYtax<sup>sm</sup> and IDENTITYCARD<sup>sm</sup>. These plans are very ambitious and I cannot develop them myself. As you can conclude, I am seeking investment partners to move my plans forward.

Please take a few minutes to review the plan summary I've attached. I welcome your feedback. When you have questions and would like a more extensive version of the plans or would like to hear a presentation of my plan, please call me @ 818 505-1983 or send e-mail for me to [allen@ElectronicTaxAdministration.com](mailto:allen@ElectronicTaxAdministration.com). I hope you will have sufficient interest to consider investment.

ALLEN J HUDZICHOWSKI CPA

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# Market Summary

## Professionals for Tax Professionals

Independent CPA's must compete on a national level

- Competing on a national level, independent CPA's will improve profitability.
  - \* The average consumer's most likely first experience with a CPA will be for tax return preparation
  - \* The tax return preparation business is dominated by H&R Block
  - \* Their size has allowed them to snatch market share on the National Level and effectively promote themselves as an alternative to CPA's
  - \* Non-CPA competitors see independent CPA's as "fair game" to market to our clients as we are perceived to have little market power



"You may not think you're competing with H&R Block, **BUT** H&R Block is competing with you"



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## What **EASytax** will do for You

**EASytax** will...

- \* Provide a marketing program on the local, regional and national levels that will bring clients to you
- \* Establish a brand identity that will emphasize the professionalism and quality of your services and
- \* Describe why you are better than the competition
- \* Establish a standardized pricing structure that will improve the profitability of your firm

As CPA's, we are held to a higher standard of Trust and Accountability by our clients as well as the public in general and the IRS in particular

**EASytax** will improve the security of your client data

In addition, as the IRS moves to regulate non-Circular 230 tax return preparers, unqualified preparers will leave the industry establishing a new market for clients



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**Identity theft is the fastest growing crime in the country**

**Professional income tax return preparers are the ONLY financial services business professionals who receive independent-third-party verification of their clients' identity from a government agency - The Internal Revenue Service**

**...and are uniquely able to offer their clients PROACTIVE IDENTITY PROTECTION.**

**Here's how...**





# IDENTITYCARD<sup>SM</sup>

Proactive Identity Protection

## Independent Third-party Identity Verification

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### CPA Tax Professionals can be the leader in the evolving Identity Protection Industry

- Electronic filing is fast becoming the primary method used for filing income tax returns
- There is no other financial professional that has more access to an individual's personal identity and financial information than a CPA Tax Professional
- As part of the electronic filing process, the IRS verifies the identities of all the individuals included on a tax return – **Third-party verification is the hallmark of the attest function**
- **IDENTITYCARD<sup>SM</sup>** will be an electronically based product that provides **Independent Third-party Verification of an individual's identity**
- And..

IDENTITYCARD<sup>SM</sup>

Will prevent identity theft,  
period

IDENTITYCARD<sup>SM</sup> will be distributed exclusively through...

**EASYtax<sup>®</sup>**

**Electronic Tax Administration<sup>SM</sup>**

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# Let's Review



Working as a group, we can more effectively market our professionalism and negotiate for essentials, like software and continuing education, improving revenue and controlling costs



Electronic filing is now the most popular and fastest growing means for filing tax returns

**It is vital that we insure our client's identity and financial information never leaves our control**

While establishing a national identity, we can promote financial education and responsibility

## IDENTITYCARD<sup>SM</sup>

The IRS is working, through regulation, to make Professional return preparers customer service for the IRS

We are the only non-government entity that receives an electronic document from the IRS that verifies the identities of every Taxpayer included on a tax return

As a result, we are in a unique position to **proactively** protect our client's identity and financial information from identity theft with a revenue producing product

It will provide new revenue with little additional labor



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## Make the most of the web...

Working as independent consultants, making the Internet profitable is especially challenging

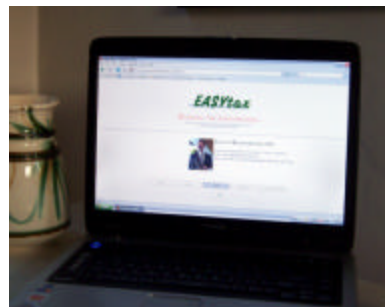
Electronic Tax Administration describes the purpose of the site exactly

- [ElectronicTaxAdministration.com](http://www.ElectronicTaxAdministration.com) is the ideal address for a social networking type website that will focus on financial applications and financial education
- "Software as a service" applications will provide users an opportunity to
  - \* maintain their financial accounts,
  - \* collect financial data and
  - \* prepare and electronically file their tax returns

- The website will provide direct links to [EAS\\$Ytax](#)<sup>®</sup> affiliates by providing individual pages and links for each affiliate

The goal for the website is

- to promote [EAS\\$Ytax](#)<sup>®</sup> affiliates on a national basis
- establish Marquee Tax Professional status through Brand, Trust and Accountability and
- capitalize on the profit potential of the on-line marketplace





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We are seeking

- \* Investment partners, with profit participation, for development
- \* Affiliate partners

For information and business plan, contact

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**[allen@ElectronicTaxAdministration.com](mailto:allen@ElectronicTaxAdministration.com)**

