



AmericanTaxAdvisoryNetwork.com

## Frequently Asked Questions

### **Q: How much does the network cost?**

A: Access to the American Tax Advisory Network costs \$1595 annually, which covers all of your technology costs in accessing the network. Financial Independence Group shares in the subscription cost with our agents by paying \$500 of that cost each year. The net cost to the agent is \$1095 a year for the network.

### **Q: How do I get trained on the program?**

A: One of the best things about this program is that you can get trained very quickly without leaving your office. We have a DVD set that we can send out to you that will show you a live recording of the initial training at FIG for our top 50 advisors. This training will take you through the sales and marketing concepts that will show you how to get in front of and close more prospects using this system. Additionally, the network has a video library that will train your staff on how to run the system from an administrative standpoint. These videos will show them exactly how to use the network, with unlimited access. Lastly, we have put together a 120 page manual that covers everything else that you may need to know. This manual includes step by step procedures for your staff and even has the sample ads to use in your local newspaper. The best thing about this program is that you can easily train a staff person to run it. All you need to do is look at the tax returns to analyze the best potential prospects, set an appointment with them, and close them using our tax "What If" system.

### **Q: How do I position myself with the clients?**

A: The best way to position this new service to your clients is to tell them that you own a tax preparation business with a team of CPAs that do the tax work for your clients. You have found that having a team of CPAs to work with allows you to do a more complete job in the financial planning or insurance planning arena, which is where you help your clients. (Be up front about it! You do the financial and insurance planning and you have a team of CPAs that does all of the tax planning.)

### **Q: How do I advertise the tax preparation services?**

A: The most common way our agents advertise their new tax preparation service is by advertising in the newspaper. Other producers have been successful by incorporating direct mail, radio advertising, and even seminar invitations. If you are currently hosting seminars it is easy to incorporate American Tax Advisory Network services into your presentation. We provide sample materials that are available to our subscribers. Additionally, the video training library actually walks you through how to advertise.

**Q: Will this system help my closing ratio?**

A: The best part about this system is the tax “What If” service that allows you to show your clients how the financial or insurance strategy you are recommending will affect their next year’s tax return. These “What If” returns are prepared by the CPA team and we have found that advisors who use these returns in their appointments close more sales. Closing a sale can be a lot easier when all you need to say is “Mrs. Jones, I had my team of CPAs take a look at how implementing the strategy I am recommending to you today would affect your taxes, and here is what they found”. You actually have them sign the tax “What If” with the insurance application at closing as well, which will protect you in case there are any questions later. We find this technique especially affective with agents currently promoting the Roth IRA rollover opportunity.

**Q: What is the cost per lead using this system?**

A: You can choose to set the advertised tax preparation price at whatever you like. If you choose the discount model, you will be subsidizing the cost of the tax work that comes in above the rate you actually advertise. So, if the tax return for the client costs you \$150 and you advertise a \$79.99 price, you will be paying \$70 for that “lead.” You may also choose to incorporate a pass through model or a premium model. The pass through model passes the full cost onto the client, while the premium model would earn a profit on the clients returns. The premium model is the least popular, however there will be instances when a tax return will cost less then their previous tax preparer charged. While you are still charging a premium for tax return, it costs the client less. Remember, you will only pay that price once that client chooses to use your tax preparation service. The only other cost is to advertise in your local newspaper if you so choose.

**Q: Isn't tax season cyclical? Can I only market the first four months of the year?**

A: While the majority of your incoming leads and most of your advertising will be done during the typical tax season as you would expect, there is opportunity to capitalize on your tax preparation services throughout the entire year. Remember, most of the clients you are targeting are going to actually owe money on their tax return, so a lot of them will file extensions. You can market for extension business up until October 15th each year. On top of that, there is a huge opportunity to do end of the year tax planning with your clients. The most successful agents we have are extremely busy during November and December for this reason. Just think about mailing your client an end of the year tax planning appointment from their CPA office and financial advisor. If you can help them save money on their taxes by doing proper planning, they will come to an appointment, even during the holiday months!

**Q: Is the system compliant?**

A: The American Tax Advisory Network has been approved for use by most of the major insurance carriers in our marketplace. Additionally, many broker dealer and RIA firms have approved the use of this CPA network. If you are securities licensed, you will want to notify your compliance department to make sure they approve of adding tax preparation to your practice. Many broker dealers have already thoroughly dealt with this issue and have clear policies and procedures to follow. Any advertising that you use will need to be passed through your broker dealer as well. If you are insurance licensed only, most of the carriers will want to see your advertising. American Tax Advisory Network ads have been approved for use with most carriers.

**Q: What types of tax returns can you submit?**

A: The American Tax Advisory Network employs a CPA team that has a wide variety of specialties. There are CPAs that specialize in Charitable Giving, 1031 exchanges, Corporate Tax Returns, etc. The network administrators will match the tax work you have with the appropriate CPA to do the work.

**Q: Do I need extra training as a tax preparer?**

A: New IRS regulations require all tax preparers be qualified and properly trained and registered. The American Tax Advisory Network uses highly qualified CPAs to prepare your clients returns, thereby satisfying all IRS regulations. In all cases the CPA team is the one signing the tax return as the tax preparer. You are the owner of a tax preparation business in which CPAs prepare the returns. The system provides you with a client engagement letter that passes the responsibilities and liabilities to the CPAs who actually do the work. Our client disclosure letter allows you to share that information as well as do financial or insurance planning from that data.

**Q: Can I talk to the CPAs doing the tax work?**

A: The American Tax Advisory Network allows you to ask questions and communicate with the CPA network administrators. The CPA network administrators process all requests and will answer anything you need in a timely fashion. If you have a tax related question on a case, we have a CPA team that you can call outside of the network. Our valued producers have access to this service, paid for by FIG. Many insurance carriers have Advanced Market teams that can usually answer almost any question you may have

**Q: Who does the tax returns? How do they get paid? Who recruits them to the system?**

A: CPAs that are hired through the network are the ones that prepare and file the tax returns. American Tax Advisory Network only uses CPAs who are located in the United States. We do not use anyone who is not a CPA in our network, which is a big advantage over companies like H&R Block and Jackson Hewitt, where most of the tax preparers are not CPAs. The CPAs are paid by you through American Tax Advisory Network and Tax Partners LLC. The American Tax Advisory Network screens and qualifies the CPAs through Tax Partners LLC. American Tax Advisory Network partners with Tax Partners LLC for network infrastructure support and operations. The American Tax Advisory Network serves as a matching system for CPAs and tax preparation companies.

**Q: What is the turn around time for the returns?**

A: The turn around time for the tax returns depends on the time of year. During peak tax season, which is April and October, it will take about 5-7 business days to get a completed return back from the CPA team. During slower times of the year, it usually takes about 2-3 business days. Keep in mind that the turn around time on a "What If" return is usually quicker than a full blown tax return. Also, you can get in contact with the network's customer care fairly quickly if you have a question or need other assistance.

**Q: Are there protected territories?**

A: While there are no protected territories, the American Tax Advisory Network will monitor the number of subscribers in a given area. Geographic saturation is typically not a problem when comparing the number of qualified clients to the number of CPAs or tax services in a given area. Consider the large number of H&R Blocks or Jackson Hewitts in any given location. With tax preparation services you are opening up an abundant client base that may not have been accessible to you.

**Q: What are the other costs, if any, to the subscriber?**

A: Other than the annual subscription fee, discounted to \$1095, you will incur the costs of individual returns as well as any tax "What Ifs" ordered. You have a few options regarding ordering of tax "What Ifs".

**A la carte:** If you do not want to commit to a certain level of use, then you can order whatever you want whenever you want. The average "What If" return ranges between \$16 and \$29, depending on its complexity. We use a minute-by-minute matrix system so that the billing from our CPA team is accurate, measurable, and accountable.

**Bronze Plan:** Our Bronze Service gives you 5 complete "What Ifs" per month including rollover "What Ifs" to accumulate any you do not use, which expire when a six-month period has been reached. Bronze "What Ifs" cost \$99 per month. Don't forget, they rollover.

**Silver Plan:** Our Silver Service gives you 10 completed "What Ifs" per month and includes rollover "What Ifs" to accumulate, which expire semi-annually if not used. The Silver Plan costs \$169 per month.

**Gold Plan:** Our Gold Service gives you a "What If" per business day throughout the year and includes rollover "What Ifs" to accumulate, which expire quarterly if unused. The Gold Plan costs \$249 per month.

There is also another cost that could be incurred if you so choose to use Copy Talk for \$59.95 a month. This is a service that allows you to use a PC anywhere but also allows you to order tax "What Ifs" by phone. The "dictation" is accomplished fully, securely and encrypted is forwarded to our service by Copytalk. They then take your words and fill out a tax "What If" allowing you to do nothing more than speak into your phone and have them fill everything out for you. You can order a tax "What If" from anywhere. This service is strongly recommended but not mandatory.

**Q: Why are the returns I am providing so cheap?**

A: The returns you are providing are cost efficient because the CPA is receiving all the materials in proper order. Which means less time sifting through a pile of tax materials thereby cutting down their billable hours. CPAs that use our network save an overhead cost by completing tax returns through a network as opposed to an office; these savings are passed on to the client. The CPA only charges for the tax return without adding other overhead costs accounted for in a typical tax preparation office.