

Dear Tax Professional:

Tax Reduction Letter is the **tax resource** that gives you the knowledge you need to help your one-owner and husband-and-wife-owned businesses. Your helping them will **grow your business**.

Tax Reduction Letter is **written for taxpayers** (your clients) so you can understand exactly how they benefit. This positioning of the material from the client point of view **makes explaining** the material to your clients far **easier**.

Greg Steinbis, EA, CPA, of Morgan Hill, California, says that tax practitioners should make *Tax Reduction Letter* an **integral part of their practice**. Mr. Steinbis says that he

- ✓ **reads** *Tax Reduction Letter* **within 24 hours** of its arrival in his office because it **contains new and unique ideas**.
- ✓ **uses** *Tax Reduction Letter* as a **training tool** with his staff. He particularly likes the courts and question-and-answer articles as teaching tools for staff trainings.
- ✓ **learns more in less time** with *Tax Reduction Letter*.

Think of your current tax publications and services. Now answer this question: To which publications do you anxiously await their arrival?

Imagine a tax strategy letter that moves to the **top** of your reading pile. Or, as with Mr. Steinbis, *Tax Reduction Letter* **never gets to his reading pile** because he reads it right away.

Completely Referenced for Your Professional Use

Tax Reduction Letter has **great references** to the code, court cases, and regulations. You don't find this in other publications. Generally, if you get references, you get no strategies. If you get strategies, you get no references. *Tax Reduction Letter* gives you both references and strategies.

In addition, most of the references have **hyperlinks to the source documents** so you have immediate verification and proof of the strategies.

Puts the Power of Focus to Work for You

Another unique attribute of *Tax Reduction Letter* is its **focus** on one-owner and husband-and-wife-owned businesses and investments. This includes

proprietorships, limited liability companies, S corporations, C corporations, partnerships, and joint ventures. We don't write for companies that are owned by more than husband and/or wife. This allows us to target strategies that work for the self-employed.

Tax Reduction Letter applies this focus to all articles and court cases that affect the self-employed. For example, a court case article generally gives you a short snappy summary, and then, most importantly, gives you the **strategy applications** that you can use with your self-employed clients.

Usable Ideas

George Griggs, CPA, of Monroe, Louisiana, sums it up like this: "It's getting harder and harder to find tax deductions for clients, but that's what clients like and what clients are looking for. I always get **good usable ideas** for my clients from *Tax Reduction Letter*."

Tax Reduction Letter tailors highly specific tax-reduction tactics to the needs, situations, and challenges of one-owner and husband-and-wife-owned businesses. **No other newsletter** or publication service offers this specifically tailored information. Not CCH! Not BNA! Not RIA! Not PPC!

Your Personal Research Assistant

Think of *Tax Reduction Letter* as your personal inexpensive tax research assistant who uses the best databases and best research services of the largest accounting firms to give you strategies that you can use.

Randy McMahan, CPA, of McCall, Idaho, says, "I'm just a little guy, so I don't have the resources of a large firm, but *Tax Reduction Letter* **keeps me on the cutting edge.**"

Makes Good Use of Your Time

Bill Bischoff, CPA, a contributing editor to SmartMoney.com and a writer of course materials for the AICPA, comments that *Tax Reduction Letter* is "laid out for the professional, point by point, so I do not waste any time. This is the best thing for my self-employed and small-business clients. It constantly surprises me with **new information** (things I did not know about before)."



Tax Reduction Letter

Great Choice of Topics

Galen Y. Leung, CPA, of San Francisco, California, says, “I don’t know how you choose the topics, but a lot of them **touch on the problems my clients are having!**”

We see thousands of self-employed taxpayers every year. We teach them, speak with them, and know their concerns. They write to us and we respond.

The interactions we have with **real-world people** are what give *Tax Reduction Letter* the unique ability to **provide real-world answers.** These are the answers that you, the practitioner, can use to make yourself worth more to your clients. These are the answers that will help you build your business.

Sincerely,

W. Murray Bradford

W. Murray Bradford, CPA
Publisher

PS. This is a resource that should reside in your office.

PSS. **Check out the testimonials** on the next page and the recent articles that follow the testimonials. Make sure to read the article so you can clearly see why this publication should reside in your office.

Tax Practitioners and Tax Professionals Say This about *Tax Reduction Letter*

Glenn Davis, J.D., LL.M. (Tax), **executive editor** of Tax Management, Inc., says *Tax Reduction Letter* is

- “**a straightforward, thought-provoking** professional tool.”
- “not afraid to take a position . . . and then **illustrate** that position with concrete examples and references.”
- “**referenced** for the professional.”

Julian Block, Esq., a former **IRS special agent** and **author** of the nationally syndicated column “The Tax Advisor,” says *Tax Reduction Letter* is

- “ideal for the professional’s self-employed clients.”
- “written in **layman’s language.**”
- “full of **good advice and strategies.**”
- “a **head start** for self-employed taxpayers and their advisors.”

Rich Ramsay, CPA, a **practicing tax advisor** in Mahtomedi, Minnesota, says *Tax Reduction Letter* is

- “**full of usable ideas**, like recent issues on vacation homes and auto trade-ins that I put to immediate use with my clients.”
- “**the most ‘user-friendly’** of the tax publications.”
- “great because it does not overwhelm with minutiae and irrelevant details.”

Floyd Self, CPA, a **practicing tax advisor**, in Sedalia, Missouri, says *Tax Reduction Letter* is

- “an **eye-opener reference** to put you on the right track and lead you to other paths of research.”
- “quite useful. it gives you **insights** and **overviews** of tips you want to pursue and bring to a client’s attention.”
- “**very understandable**; it’s in layman’s language.”
- “**very readable and comprehensive.**”

Jim Merrill, CPA, a **practicing tax advisor** in Auburn, California, says *Tax Reduction Letter* is

- “very **practical**, a constant reminder of myriad things that we need to stay on top of.”
- “very **useful**. That is why we continue to subscribe!”
- “at the **top of the reading pile**—we circulate it around the office.”
- “**real-world information** and application, not a lot of theory.”
- “a timely, nice refresher.”

Tom Dragicevic, CPA, a **practicing tax advisor** in Milwaukie, Oregon, says *Tax Reduction Letter* is

- “practical and **easy to read**.”
- “**useful**. In every issue there’s at least one client to whom I can apply what I read.”
- “**a unique, quick read**. I like it because it gives me a **real-life perspective**, and if I have detailed questions I can **use the annotations** for more research.”
- “near the top of my reading pile. I **receive it, read it**, and then pass it around the office. I always look forward to the monthly theme and practitioner questions.”

Stanley L. McRae, CPA, a **practicing tax advisor** in Lubbock, Texas, says *Tax Reduction Letter* is

- “on the **top of my reading pile**. I read it before I read any magazines.”
- “a **unique** newsletter. I enjoy reading it because I can **apply** the ideas to my business clients.”
- “very **understandable and easy to read**. I would much rather read it than I would some of the other reference manuals.”
- “intriguing. I always **enjoy** its arrival.”

Ken Goolsby, CPA, a **practicing tax advisor** in Marshall, Texas, says *Tax Reduction Letter* is

- “easy to read and useful, **not bogged down** in technical details.”
- “very practical. I find the information **does apply in the real world**.”
- “a good reference and something to **provoke thought**. Sometimes it spurs me to think of some things that I hadn’t thought about previously or it gives me a different insight.”

Gary Teuscher, CPA, a **practicing tax advisor** in Montpelier, Idaho, says *Tax Reduction Letter* is

- “written in **understandable** English, not in legalese.”
- “the **only tax letter** I have ever re-subscribed to over the years.”
- “the **source for new, real-world ideas** that I don’t find in other places.”
- “the only tax newsletter that is right on the **top of my reading pile.**”
- “a tool that makes the topics concrete and gives me new ideas.”

John Stambaugh, CPA, a **practicing tax advisor** in Enid, Oklahoma, says *Tax Reduction Letter* is

- “a source of **good, new, practical ideas** that I can talk about with my clients.”
- “**a big help** when it comes to **impressing my clients** with how up to date I am.”
- “excellent material that is **quick, easy, and inexpensive.**”

Douglas Maxwell, CPA, a **practicing tax advisor** in Marietta, Georgia, says *Tax Reduction Letter* is

- “the **tool** that allows me to read and move on without spending a lot of time on research.”
- “a **value-added resource** that **adds to what I can bill.**”
- “more valuable than a booklet or letter from CCH.”
- “tangible **information that I can use** ... not just a restatement of new laws and regulations.”
- “slanted toward the practitioner.”
- “**practical.**”

About the Publisher



W. Murray Bradford, CPA, edits and publishes *Tax Reduction Letter*. He is the force that makes sure you get a **quality product** that not only helps you serve your clients, but also helps you **improve your practice**. Mr. Bradford is

- a Price Waterhouse alumnus (now Price-WaterhouseCoppers) who spent nine years in various management positions.
- a Price Waterhouse “National Office” alumnus who was personally selected by the firm for its prestigious “tour of duty” in the Washington, D. C., office.
- the author of *Business Tax Deduction Master Guide*.
- the author of *Tax Advantages for the Home-Based Travel Agent*.
- the author of *Bottom-Line Results*.
- the author of *Tax Advantages for the Home-Based Golf Business*.
- the author of *Income Tax Reduction Strategies for Property Owners*.
- the author of *Tax Aspects of Financial Planning*.
- the founder of the Tax Reduction Institute and author of *Tax Reduction Seminar*.
- the publisher and editor of the *Tax Diary System*.
- a top-rated instructor of the Becker CPA review course for over 15 years.
- the first outside person selected to serve as the “official spokesperson” for the J. K. Lasser Tax Institute.
- a frequent guest on hundreds of radio and television shows.
- often quoted in publications like *The Wall Street Journal*, *Changing Times*, *Money*, *Fortune*, *USA Today*, and the *Journal of the American Society of CLU*.