

Sexton & Schnoll, CPAs: Your Certified Tax Coach

PHOTOS BY PHILIP MARCEL PHOTOGRAPHY

The goal for all good accountants and CPAs should always be to save their clients money while following all the regulations enforced by the IRS and other agencies. That's what happens every day at Sexton & Schnoll, CPAs.

With that goal in mind, the decision was made at Sexton & Schnoll for the owner, Marc Schnoll, to take that next step to achieve those goals – becoming a Certified Tax Coach.

As a Certified Tax Coach, Marc has enhanced his ability to serve his clients even more effectively. With these new tools in his repertoire, the bottom line is the Firm's clients are going to save more money. Through the training he received and continues to receive from The American Institute of Certified Tax Planners, he has increased his proficiency in financial expertise, tax planning excellence and outstanding customer satisfaction.

The result is Sexton & Schnoll, CPAs can put together a plan for clients that specializes

in finding deductions, credits, loopholes and strategies to help their clients pay less tax. "Since earning my Certified Tax Coach credential, I have prepared tax plans that have saved my clients well over \$1,000,000 in taxes!" Schnoll said. "By working through the tax planning process, I am able to develop a much greater understanding of a client's dreams and desires – and helping them save many thousands in tax helps them achieve those goals! I love doing the work, and clients love the results!"

Through this training, Marc has become much more skilled in understanding how to best work within the rules laid down by Congress, the IRS and other taxing authorities to achieve the best financial results for Sexton & Schnoll, CPAs clients. This is not about how to cheat better, but how to work within the rules to get the best results for clients. And with the changes that occurred in the tax laws in 2018, there may be no better time for him to have earned this credential.



[Marc Schnoll discussing tax issues with a client.]



[Office Manager Margaret Macy, Marc Schnoll and staff CPA Christian Joiner review client documents.]

Beyond that, it is an opportunity for business owners and individuals to take control of how much they pay in taxes. This is about creating a step-by-step plan to teach them what they need to know to control their financial future.

With a tax code that numbers more than 60,000 pages and more than 1,500 individual tax forms, it takes an individual as many as 80 hours to prepare his or her taxes each year, depending on the complexity of each individual's situation. If you make more money than most, the task may be even more complex.

In many cases, your accountant or CPA is simply a number cruncher. Most tax professionals focus almost exclusively on compliance methods. As a result, they miss opportunities to save their clients money. In fact, the United States Government Accountability Office says that taxpayers overpay \$1 billion per year due to missed tax reduction opportunities.

But with the knowledge Marc has gained by becoming a Certified Tax Coach, he has become more aggressive about year-round strategic planning, and he engages his clients in the tax process to whatever extent they desire. In the long run, that will result in them being able to keep more of their hard-earned money.

To learn more about how you can be helped by a Certified Tax Coach, contact Sexton & Schnoll, CPAs at:
www.sandscertifiedtaxcoach.com
or call (352) 336-1001.

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