



## **American Institute of Certified Tax Coaches Backgrounder**

### ***About the Tax Industry***

The U.S. tax code is 67,204 pages long. That's about as long as 112 copies of James Joyce's *Ulysses*. There are purportedly 1,638 different tax forms, and the IRS estimates that a taxpayer needs 37 to 80 hours of time to prepare his or her taxes each year, depending on the complexity of each individual's situation (Scott Simon, [www.npr.org](http://www.npr.org)). Perhaps that is why there are currently about one million professional tax preparers in the U.S. ([www.irs.gov](http://www.irs.gov)).

### ***About Proactive Tax Planning – Why it is Not Enough to Just File in April***

Most professional tax preparers serve as “number crunchers” for individuals and business owners who feel overwhelmed by the 67,204 pages of U.S. tax code. Yet, by solely focusing on compliance methods, many tax professionals 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 credit opportunities. To save clients from overpaying, proactive tax planners focus on year-round strategic planning methods and engage their clients in the tax process. By capitalizing on the wealth of tax-saving resources in the U.S. tax code, proactive tax planners help their clients pay less tax in April.

### ***About Certified Tax Coaches***

Certified Tax Coaches are tax professionals with advanced training in proactive tax planning, who specialize in finding deductions, credits, loopholes, and strategies to help their clients pay less tax. This elite network of tax professionals includes certified public accountants (CPAs), enrolled agents (EAs), certified financial planners (CFPs), attorneys, and financial service providers. There are fewer than 200 skilled professionals in 40 states who have achieved this specialized designation.

### ***About the Certified Tax Coach Designation***

The Certified Tax Coach designation denotes financial expertise, tax planning excellence, and outstanding customer satisfaction. All Certified Tax Coaches attend an intensive, three-day proprietary training academy. Attendees become well versed in high-impact tax planning strategies, and are offered additional continuing education courses to expand their specialized knowledge.

**Professionals with the Certified Tax Coach designation know how to save their clients thousands of dollars that would otherwise be wasted on unnecessary taxes.**

### ***About The American Institute of Certified Tax Coaches***

The American Institute of Certified Tax Coaches is an independent, not-for-profit corporation which trains and certifies tax professionals in the philosophy of proactive tax planning. The organization, which administers the Certified Tax Coach designation, upholds a strict Code of Ethics to ensure the highest standards of integrity and excellence among its members. The organization also offers a network of resources, ongoing education, and joint venture opportunities to its members. Founded in 2009 in San Diego, CA by Ms. Dominique Molina, Certified Tax Coach is quickly becoming the premier organization for tax professionals seeking to expand their tax expertise and client base.