



# LOW START-UP COSTS



**LIBERTYTAX<sup>®</sup>**

## **ABOUT LIBERTY TAX**

Liberty Tax is one of the leading tax preparation franchises, offering millions of customers more than just help with their taxes. The company has transformed the seasonal, tax-only model to one that operates year-round by offering services such as loans, bookkeeping, credit repair and tax debt resolution. With innovative products, technology and marketing, Liberty Tax offers a turn-key path to success.

Our mission remains the same as when we first opened: to offer the flexibility of a personal tax consultant and the security of a large, established company. With over 2,500 franchisees and growing, see why entrepreneurs like you are joining us.

### **Franchising since 1997**

HQ: Hurst, TX

Footprint: 2,500 locations across the United States & Canada

## **\$11 BILLION DOLLAR INDUSTRY**

In 1861, Americans began paying income tax. Since then, tax preparation has grown into an \$11 billion dollar industry. Customer demand is inherently high and impervious to economic volatility—of the 170 million people who filed a tax return in the past year, half paid someone to do their taxes.

The demand for tax preparation and comprehensive financial services continues to evolve as influences like the Affordable Care Act and Covid Relief drive up the need for expert financial support. Liberty Tax is poised to lead the industry with comprehensive financial service offerings that meet customers' needs and drive year-round revenue for you.

**SCAN TO START  
YOUR FRANCHISE  
WITH US!**



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# FRANCHISE WITH LIBERTY TAX

You want to run your own business. Be your own boss. But you may not have all the tools you need readily available. At Liberty Tax we will support you with our proven formula for success. As one of the nation's largest and fastest growing tax preparation companies, there are tremendous benefits to becoming a Liberty Tax franchisee in addition to the low startup costs. You run the business. We will show you the way:

- ★ Year-round revenue streams through a suite of financial service offerings
- ★ State of the art tools and technology to help you tap into success
- ★ Full-service marketing team – national and local resources available
- ★ Suite of training products and classes to guide you
- ★ Industry veterans provide first class operations support

# OUR IDEAL FRANCHISEE IS SOMEONE WHO:

- ★ Wants to grow their business portfolio
- ★ Wants to provide a service to their local community
- ★ Prides themselves on high customer service standards
- ★ Has a growth mindset to help develop their market
- ★ No prior tax experience necessary!

## Financial Investments:

- ★ Capital Investment: \$65k-\$80k
- ★ Franchise Fee: \$40k
- ★ Royalty Fee: 14%
- ★ Advertising Fee: 5%

# TAX PREPARATION



## TAX PREPARATION

- Liberty Tax has been in the professional tax preparation industry since 1997.
- It has 2,500+ retail branches across the United States and Canada.
- Locations are owned and operated by 1,300+ sole proprietors and skilled professionals.
- Liberty Tax has 12,000+ tax professionals and 1.9+ million customers.
- Customers can file in-person at an office, by drop-off, online, or with virtual support.
- In response to the pandemic, Liberty Tax created, “Virtual Tax Pro” to allow customers to file online with the support of a local tax professional.
- Liberty Tax’s mobile app allows customers to book an appointment and start their taxes online.
- Liberty Tax offers a variety of helpful tax preparation tools and calculators for free on our website; these allow customers to estimate their taxes and get basic tax-related answers.
- All included in your royalty fees.

## EASY ADVANCE<sup>1</sup>

- Easy Advance is a loan secured by the taxpayer’s federal tax refund.
- Approved Easy Advance amounts from \$500-\$6,250.
- Easy Advance can be loaded on our debit card product.
- Easy Advance amount(s) the customer can choose to apply for are based on the customer’s expected federal net refund.
- All included in your royalty fees.

## REFUND TRANSFER<sup>2</sup>

- Customers choose Refund Transfer if they want their taxes prepared professionally without having to pay anything up front.
- Refund Transfer allows taxpayers the benefit of having their refund processed as a direct deposit rather than waiting for the IRS or state taxing authority to mail a check.
- The taxpayer will authorize the IRS and/or state to deposit their tax refund into a temporary non-interest-bearing deposit account (“refund account”) established on the taxpayer’s behalf and in the taxpayer’s name.
- Refund Transfer pricing is \$54.95 for federal and/or state refunds.

<sup>1</sup> Easy Advance is offered by Republic Bank & Trust Company, Member FDIC, to eligible taxpayers.

<sup>2</sup> A Refund Transfer (RT) is a fee-based financial product offered by Republic Bank & Trust Company, Member FDIC, and processed by JTH Financial, LLC. The RT is a temporary depository account for the taxpayer to receive tax refunds that is subject to an RT fee and all other authorized amounts will be deducted from the taxpayer’s refunds once received from the IRS or state.

# BOOKKEEPING



Bookkeeping, Payroll & Advisory (BPA) service offerings are an excellent way to generate year-round recurring revenue, attract more clients and offer a complete, full spectrum of business and financial services.

Considering that tax preparation, bookkeeping, payroll, and advisory services are all interdependent services, offering these services in your business is not only a natural progression that will generate more revenue, but comes with meaningful synergies as well, including retaining your key tax professionals year-round.

- Liberty Tax partnered with Xero® Accounting Software to provide our main product suite.
- Bookkeeping files integrate with our tax software.
- Turn-key system and playbook for offering BPA services is built on a modernized business model that leverages cloud technologies.
- Expert training for the tax preparer – no additional staff needed.
- Lead generation marketing program run by corporate marketing.

# TAX DEBT RESOLUTION



Over 14 million Americans face financial challenges with the IRS every year. Dealing with the IRS is a complex process that could take years for clients to navigate on their own. That is why Liberty Tax now offers affordable Tax Debt Resolution services for individuals and businesses with IRS tax problems\*. Our partnership with recently acquired Chicago-based Community Tax positions us as one of the largest tax debt settlement companies in the United States.

- Can help with both personal and business tax debt.
- Referral based business.
- Bilingual team members (English and Spanish).
- Free consultations and financing options are available to clients.

# CREDIT REPAIR



Having positive credit health can make a client's life much easier, as it impacts everything from applying for a home loan, rates for insurance, even employment. Liberty Tax offers credit repair services to not only increase revenue for your business, but also give your clients the expertise and guidance on improving their credit health. We have partnered with the top-rated credit company in the country, Credit Saint, to assist in restoring consumers' credit by helping remove negative items from their credit report they disagree with.

The program enables your business to:

- Align with the one of the only BBB and “A”-rated accredited credit repair business in the industry.
- Offer your clients a free credit analysis with one of the highest customer support and satisfaction ratings in the industry.
- Provide a risk-free service—all programs come with Credit Saint's **90-day Money Back Guarantee**.
- Seamlessly integrate with Liberty Tax software, quickly letting you know if your client is a candidate for credit repair.



# LOANS



Liberty Tax is a leading financial services provider, specializing in consumer loans.

- Provides non-banking loans.
- Loans offered range from \$100 to \$4,000.
- Funding is generally available on the same day, and amounts vary by state.
- Customers can start the application process online.
- Locations in: DE, ID, NV, NM, UT, TX, MS, LA, OK, AL and MI.