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THE MOST EXPERIENCED CEO IN TAX FRANCHISING RELEASES GROUNDBREAKING BOOK

Author Mario Costanz takes you on a journey through his rise from GED to Garbageman to Graduate School and to CEO of the Fastest Growing Tax Business, Happy Tax.

*Taxes Made Happy - The Definitive Strategy Guide to
Launching and Growing a Successful Tax Preparation Business*

October 4, 2017 - MIAMI BEACH, FL - Happy Tax CEO Mario Costanz and author of his newly released Amazon bestselling book is inspiring current and future tax business entrepreneurs by sharing his heartwarming story and strategies of how he started out preparing taxes as a side gig while working as a New York City Sanitation Worker. Since then, Mr. Costanz has gone on to become one of the most successful entrepreneurs in the tax industry. 100% of the profits from his book are being donated to The Front Row Foundation charity that helps individuals and families who are braving critical health challenges "live life in the front row™".

Mario progressed from tax preparer, to independent tax business owner to multi-unit franchisee and Area Developer before founding the innovative tax franchisor Happy Tax in 2014 and acquiring brick and mortar tax franchisor Opportunity Tax in 2017. His unique blend of experience and success makes Mario the most experienced CEO in tax franchising.

His book teaches aspiring and existing tax business owners the ins and outs, challenges and best practices of running one or many income tax preparation businesses. The book includes interactive chapters with illustrations, links to related videos, takeaways from each chapter and exercises to fine tune your skills at growing your own tax business.

Earlier this year, Mr. Costanz was named "One to Watch" by Accounting Today's 2017 Top 100 Most Influential People in Accounting.

"I'm so pleased with how the book turned out. I write about my story of going from GED to garbageman to Graduate School and along the way creating and growing hundreds of tax businesses across the country including the one I am building now; Entrepreneur Magazine's Fastest Growing one, Happy Tax. I'm hoping my book will help thousands more to not make the same mistakes I made and to be able to achieve success in a much shorter time frame." said Costanz.

The average tax business experience of the other three national tax franchises is only an astoundingly low four months long. Mr. Costanz's fifteen years working in every aspect of the industry shows why Happy Tax has grown faster than any other firm while those company's results have suffered in recent years with multiple changes in their executive teams comprised mostly of tax business outsiders.

Taxes Made Happy is available on Amazon.com in paperback and kindle versions and is soon to be offered in audiobook versions on Amazon.com, Audible.com, iTunes. Barnes & Noble print and online distribution is also in the works. "I'm excited to bring my story and experience and continue helping others to maximize their success in the tax business with this book while I work hard at supporting our great group of franchisees, independent contractors, area representatives and corporate team members here at Happy Tax" said Costanz. The book can be purchased on Amazon by going to BuyTaxesMadeHappy.com.

The Happy Tax model is changing the status quo of inconvenient tax preparation and replacing it with top-tier CPA prepared returns, in a fraction of the time. Anyone interested in joining Happy Tax as a franchisee, area representative, or an investor contact the appropriate Happy Tax executive listed in the contacts section of this release.

MORE INFORMATION

CEO Email: Mario@HappyTax.com

Franchise Information: <https://GetHappyTax.com>

Area Representative Information:

<https://GetHappyTax.com/Area-Representative>

Consumer Information: <http://HappyTax.com>

Small Business Information: <http://HappyAccounting.com>

Tax Industry Strategy Sessions: <https://youtube.com/HappyTax>

SOME EARLY BOOK REVIEWS

Set Goals and Stay Motivated - "A book that will get you motivated to make changes in your life for the better. One of the main things I took out of it is everyone will fail, but use that failure to set yourself up for success. With Mario's lead Happy Tax has a bright future." - David N. Kipp

Amazed at your story - "You are one very impressive person Mario! Amazed at your story, appreciate your guidance and honor your integrity. Thanks for the sneak peek at your new book. I love it and will get the actual book once it's released. It would be great to meet you at one of your events and get it autographed. Continued you success sir!" - Humayun J. Malik

Small business go to guide - "Mario Costanz is a true motivator. A inspirational read for any small business owner wanting to grow their business. He's been there, done that, and one to watch." - Jo Hancock

Loved It - "Mario's story is inspiring, and his book is full of practical, actionable advice for achieving your goals as an entrepreneur." - Kimberly Warrington

ABOUT HAPPY TAX

Now shaking up the \$19 billion tax preparation industry, Happy Tax's disruptive model was born out of frustration with unreliable, under-qualified tax preparers with no licensing or certification and as little as five days of tax training. Happy Tax is designed to bridge the gap between the high quality, pampering, and convenient customer service that consumers want and accurate, reliable, and professional tax returns prepared by CPAs with a minimum of five years of training and experience. Happy Tax offers franchises, independent contractor relationships and Area Representative deals to those wanting to earn additional income and build their own business. Utilizing its patent-pending technology and processes, Happy Tax partners can operate with low overhead and increased flexibility.

CONTACTS

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