



## **The Only Tax Franchise With CPA Prepared Returns Announces Initial Results**

*Happy Tax Franchising, a low cost franchise for budding entrepreneurs to launch their own tax business without preparing taxes, hiring employees or signing leases is adding franchisees across the country and launching exciting new programs.*

**MIAMI BEACH, FL – September 30, 2015** – Happy Tax Franchising announced today that it has added franchisees across the country from Florida to California in its first month of franchise sales. With upwards of 100 interested prospective franchisees inquiring each day since franchise sales were launched at the end of August and additional franchise deals being closed each week, Happy is on pace to set a record for the largest opening in tax franchise history.

To continue its expansion and increase the size of the organization, Happy Tax also announced today that it is launching its Area Representative program. Area Representatives become partners with Happy in a given area in return for an upfront franchise fee. Each pre-defined area has a minimum population of 1,000,000 people. The Area Representatives share 50% of all franchise fees and royalties generated in that area and become key members of the company in order to facilitate recruiting of additional franchisees as well as support of existing franchisees in their area to guide them through a successful tax season.

Happy Tax was born out of frustration with unreliable, under-qualified tax preparers with no licensing or certification and as little as five days tax training. Happy Tax is designed to bridge the gap between the high quality, pampered and convenient customer service that consumers want, and accurate, reliable and professional tax returns prepared by CPAs with a minimum of 5 years of training and experience. Utilizing its patent pending

technology and processes, Happy Franchisees are able to operate with low overhead and increased flexibility.

The company has been hard at work on its digital assets including its franchise opportunity website <https://GetHappyTax.com> which is now ranked on the first page of Google for keywords –tax franchise- and –tax franchises-.

Happy Tax is very proud to announce the appointment of a new Director of Digital Marketing, Nehal Kazim. Nehal is an accomplished speaker and expert at digital marketing and advertising. Nehal brings years of experience in online advertising and sales conversions to the team.

Finally, the company is proud to announce that CEO Mario Costanz is ready to publish his book, Taxes Made Happy : The Definitive Strategy Guide To Starting And Running A Successful Tax Preparation Business. Mario has 13 years of tax business experience including operating 99 tax offices in 5 states. He is regularly seen and heard on network radio and TV and has been known as “The Problem Solver”.

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- Weekly Tax Industry Strategy Session: <https://YouTube.com/HappyTax>