



## Happy Tax Announces Updated Franchise Opportunities

*New Programs Encourage, Strengthen Business Ownership*

MIAMI BEACH--March 23, 2016--Happy Tax, the only franchisor offering a concierge, on-demand model in the tax preparation industry with CPA prepared tax returns, is pleased to announce new and exciting changes to its franchise opportunities.

The fee for its franchises -- which are typically awarded to entrepreneurs wanting to start a business without any of the headaches traditionally associated with running a tax practice-- is increasing from \$10,000 to \$20,000 on June 1, 2016. This franchise fee includes all of the hardware, software and technology necessary to operate a Happy Tax business as well as training, support, coaching and marketing based on the vast experience of the Happy Tax executive team. Once these changes take place, both internal and external financing will be available on the franchise fee with a \$10,000 down payment. The ongoing royalties at Happy Tax are among the lowest in the industry ranging from 10-20% depending on volume.

Additionally, Happy Tax offers the opportunity to become an [Area Representative](#). Area Representatives serve as coaches for Happy Tax franchisees, working in their home geographic areas as boots on the ground to assist those interested in the Happy Tax franchise opportunity. They also provide an added level of support to franchisees in their exclusive area to help strengthen and optimize their businesses alongside with the support provided by the team at Happy Tax corporate HQ. Financing is available, and Area Representatives receive 50 percent of all franchise fees and as well as royalties generated in their geographic area. Pricing for areas start at \$50,000 and can be \$250,000 or higher depending on population size.

“Our goal is to provide franchising opportunities to those interested in delivering tax preparation and financial advisory services at multiple levels of investment,” explains Happy Tax founder and CEO [Mario Costanz](#). Mr. Costanz has been an entrepreneur for the past 20 years with the past 14 in the tax preparation business. “Our inaugural tax season at Happy Tax has been an astounding success and I’m

excited and proud that our initial group of franchisees is executing on our system and leveraging the power of working smart, not hard. Our new franchising fee structure starting in June better defines the value of our business infrastructure and the branding that we have created for our franchisee network. We are committed to continuing to provide better support to business owners and consumers with our superior tax and financial services advisory experience. It is our company's vision to help those in need to achieve their financial goals.”

Happy Tax helps entrepreneurs meet the needs of today's increasingly tough regulatory requirements, without the burden of doing taxes themselves, hiring costly staff or signing risky leases.

**More Information:**

CEO Email: [Mario@HappyTax.com](mailto:Mario@HappyTax.com)

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

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

Small Business information: <http://HappyTaxAccounting.com>

Investor Information: <https://fundable.com/HappyTax>

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

**About Happy Tax**

Shaking up the \$19 billion tax preparation industry, Happy Tax's on-demand, concierge 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, 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. Happy Tax offers franchises to those wanting to earn additional income and build their own business. Utilizing its patent-pending technology and processes, Happy Tax franchisees are able to operate with low overhead and increased flexibility.

**CONTACT**

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Happy Tax Franchising

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