



# HAPPY

## TAX SERVICE

Smile, It's Time to File!

### **HAPPY TAX NAMED A TOP FRANCHISE BRAND BY ENTREPRENEUR MAGAZINE**

*Third ranking given to Happy Tax by Entrepreneur Magazine this year.*

August 24, 2017 - MIAMI BEACH, FL - Today, Happy Tax was ranked in *Entrepreneur* magazine's first-ever Top Franchise Brands list. This list recognizes the 200 franchisors that have built the strongest brands, based on data submitted for *Entrepreneur's* 2017 Franchise 500® ranking.

"Thank you once again to Entrepreneur Magazine for recognizing the hard work that our team and our franchisees have put into the innovative model here at Happy Tax." said Happy Tax CEO [Mario Costanz](#). "Within the past six months, we've been named to Entrepreneur's prestigious Fastest Growing, Top New and now Top Brands rankings. We are excited to be the only financial service, tax or fintech company named to all three lists."

"This list captures the essence of what makes a strong brand: It's that perfect balance between consistency and constant evolution," says [Jason Feifer](#), editor in chief of Entrepreneur. "The brands we highlight know exactly what they are, but they also embrace change."

To determine which franchises have the strongest brands, Entrepreneur analyzed factors such as social media followers, system size, number of years in business, number of years franchising, and overall reputation—and looked at how they all combine to form lasting relationships with fans. Happy Tax's position on the ranking shows that the brand has truly made a name for itself through franchising.

To view Happy Tax in the full listing, visit <http://entrepreneur.com/franchises/topbrands>. The list can also be seen in the September issue of *Entrepreneur*, available now on newsstands.

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 a share investor contact the appropriate Happy Tax executive listed in the contacts section of this release.

### **MORE INFORMATION**

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

### **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.

### **ABOUT ENTREPRENEUR MEDIA, INC.**

For nearly 40 years, Entrepreneur Media, Inc. has been serving the entrepreneurial community providing comprehensive coverage of business and personal success through original content and events. *Entrepreneur* magazine, Entrepreneur.com, and publishing imprint Entrepreneur Press provide solutions, information, inspiration and education read by millions of entrepreneurs and small business owners worldwide.

## **CONTACTS**

Investors: Ted Muftic  
Chief Financial Officer

[Ted@HappyTax.com](mailto:Ted@HappyTax.com)

(844) 426-1040

Media: Marcus Slater

VP of Marketing

[Marcus@HappyTax.com](mailto:Marcus@HappyTax.com)

(844) 426-1040

Franchise and Area Opportunities: Melissa Salyer

EVP of Business Development

[Melissa@HappyTax.com](mailto:Melissa@HappyTax.com)

(305) 797-5574