



Client Tax Letter

Tax Saving and Planning Strategies from your Trusted Business AdvisorSM

January/February/March 2017

Citation and Resource Guide

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Planning for Today's Pensions

- The Uniform Lifetime Table can be found in IRS Publication 590-B, Distributions from Individual Retirement Arrangements (IRAs), p. 58, at www.irs.gov/pub/irs-pdf/p590b.pdf.

Campus Tax Credits Can Top Tax Deductions

- To see a Tax Benefits For Education Information Center from the IRS, go to www.irs.gov/uac/Tax-Benefits-for-Education:-Information-Center.

The Second Best Investment You Can Make

- The IRS offers details on interest expense deductions at www.irs.gov/taxtopics/tc505.html.

Using IRA Money to Buy a Business Can Be Dangerous

- The Tax Court's opinion in *Thiessen v. Commissioner* can be found at www.ustaxcourt.gov/ustcinop/opinionviewer.aspx?ID=10693.

Automatic Enrollment Retirement Plans

- The IRS answers frequently asked questions about automatic enrollment arrangements at www.irs.gov/retirement-plans/faqs-auto-enrollment-are-there-different-types-of-automatic-contribution-arrangements-for-retirement-plans.

Practice Development Tip

Resolve to Focus on Your Firm's Website in 2017

A New Year will bring Resolutions: lose weight, exercise more, appreciate time spent with loved ones, and so on. In terms of practice development, one key promise to yourself should be a review and, if necessary, an upgrade of your firm's website. In today's world, prospective clients probably will visit the site before arranging personal contact and existing clients may be encouraged to expand their engagement by the content they find there.

The first step is simply to go over all the material available to visitors. Is it accurate? Up to date? If you post employee photos on the site, make sure that former staff members are removed and newcomers are included with the correct title for all pictured. Give your employees a chance to update their bios (and photos, if desired); do the same for your own bio.

The second step is to decide if any of the existing material should be deleted and other features added. Go beyond your own impressions and ask others—perhaps including younger relatives—for input. You don't have to approve every suggestion, but it will be helpful to get an idea of how others react to your website and how they think it might be improved.

Be aware that your website doesn't exist in a vacuum. Other marketing materials, such as emails to a targeted list with tax and financial content might drive people to your website for a more complete appreciation of what your firm has to offer.



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from the AICPA

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