

# \*Commercial Office / Physical Building



## Obsolete \*Ball and Chain

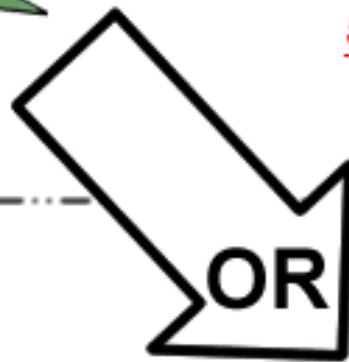
- Commercial Space
- Equipment
- Utilities
- Insurance
- Furnishings
- Employee Expense
- Training
- Technology/Software

Total Avg One year Expenses:

**\$50,000**

Breakeven Point (\$100 /revenue/client)

**500 Clients**



# Virtual Office / CyberSpace-Internet

## The New 'At Home' Total Freedom

### ALL YOU NEED:

- Cyber Training Fee \$2,500
- Hi-Spped Internet Connection \$600
- Fax Machine \$80

Total Avg One year Expenses:

**\$3,180**

Breakeven Point (\$100 /revenue/client)

**ONLY 38 clients (4-5 days/work)**



**LIVE AND WORK ANYWHERE...  
SAY GOODBYE TO DRIVING AND TRAFFIC STRESS**

**To: Tax Preparation & Bookkeeper Team Members Wanted – Join Us Now!**

**Inside our Virtual Internet Office you process client information (yours or ours)  
from your location anywhere – no office needed.**

**Keep 85% of your client fees (and / or)**

**Keep 25% of our client fees.**

**Say goodbye to your software renewal costs and headaches.**

We are looking for qualified people to work side by side with us **L I V E – IN REAL TIME – from your home or office computer**, both visually and verbally **DIRECTLY INTO OUR OFFICES OVER THE INTERNET**...It's a whole new way of working together! It is just like being in our office, working side by side with us, only better. Our cyber space system also helps empower you to grow your own tax business from home. **THIS IS NOT AN OFFER FOR AN "INTERNET HOME BUSINESS" SCHEME.**

**We have serviced over 100,000 small business accounting and tax clients since 1934.**

We will attempt to contact you soon by telephone if you already e-mailed your phone number to us. Otherwise you may call at the numbers listed below for more information.

**From: Don Burniac, TaxHelp911.com Support Center Direct Cell Phone: 734-718-5230**

Toll Free Voice 1-(877) 835-5112 Toll Free Fax 1-(866) 522-5829

**Tax Preparation & Bookkeeping Income Opportunity**

**NO E-FILE WORRIES**

Thank you for your interest in working with us now and during upcoming tax seasons. We are very busy with incoming work now; and the upcoming tax season promises to be the busiest tax season ever and we are in need of tax preparers, bookkeepers, and accountants. In addition, we also need support and reception personnel. We have prepared our offices with new cyber technologies to capture the fast expanding wave of Internet work opportunities throughout the year, and especially during the very busy tax season just ahead. **Many of you may be worried about the new government e-file mandates imposed upon the tax preparation industry. Come aboard with us and forget your worries.**

I know you've seen our web site at: [www.TaxHelp911.com](http://www.TaxHelp911.com) but that is just a small glimpse of how we do things in this new-age Internet Cyber-World (we encourage you to browse our web site completely). Let me elaborate.

**Our concept is simple.** Rather than us establishing countless offices for employees to work in, at a high cost to service clients, we now use the power of the Internet and computer technology to accomplish the same end goal of tax preparation and bookkeeping service for clients nationwide, at dramatically lower costs and higher efficiencies for all. This is the same trend that all levels of government are now embracing to administer tax laws. You no longer have to deal with the headaches of the daily commute through busy traffic to physical commercial offices. Now your

“commute” consists of a simple computer login (from home) to us at: [www.TaxHelp911.com](http://www.TaxHelp911.com) and begin working side by side with us visually and verbally in Cyber-Space. It’s like achieving “Mental Telepathy”. Tax and bookkeeping clients, and you, now have the option to stop driving to a physical office location for the exchange of tax and bookkeeping services. Both staff and client can now interact directly (or indirectly) and have tax and bookkeeping work prepared live and direct, computer-to-computer, via their own high-speed connections to the Internet; or clients can visit any of our physical partner offices if they want to “battle traffic” and still “connect” with you. Its all about convenience, efficiency and flexibility with this new Internet technology.

**How Do You Actually Prepare Client Work And Earn Income With Us?** You simply sit down at your computer, login to our computers with your Internet connection, and begin to work side by side with us, both visually and verbally. It’s just like being in our office together. All work is performed on our remote computers while you sit at your own (home) computer. We (not you) handle all of our client and office administration duties, i.e. hardware / software installation and configuration, appointment scheduling, answering phones, etc. You have no need to purchase, set up or access any tax software or client data on your own (home) computer any more. There is also no need for you to go through the complex application and background check process to become an ERO (electronic return originator), nor incur any of the vast administration expense connected with that ongoing process. All client documents are instantly available for you to securely view on your (home) computer screen, as we will have pre-scanned them into our computer system for you to view remotely from anywhere in the world and earn income. So...this allows you to prepare taxes and bookkeeping from client source documents without the need of clients to be with you at the time of tax preparation, etc., nor for you to physically travel to an office to earn income with us! Missing information or unanswered questions can be handled (by you or us) with direct client contact with a simple e-mail or phone call to them (or us). It’s so easy. In addition, if you are optionally equipped (through us) with a live web camera for remote live client interviews, the client will see you in real time through a live camera that will stand next to your computer, allowing you to look directly into it so the client can see you face to face (you can’t see the client). If the interview client is at one of our physical office locations then you will also see them, as they will be sitting in front of a live real time camera for your viewing. However, we also have clients who come to us over our web site at: [www.TaxHelp911.com](http://www.TaxHelp911.com). Those clients can see you, but you can’t see them, which preserves visual privacy for the visiting “cyber-client” and eliminates the need for them to set up complex camera equipment. Conversation with each client is accomplished, simultaneously, over a regular telephone line. It’s so easy. If you have clients of your own then you can also access them in this same way, through us, at your option. Quick training on these simple new cyber-technologies, as well as ongoing support, keeps you connected to us and up to running speed in this new fun and flexible “cyber world”. Just think for a moment about the amazing amount of freedom and flexibility this will give you to earn income from anywhere, anytime! Once you get a “taste” of the new “cyber-way” of tax preparation and bookkeeping, we doubt that you will ever go back to the old ways...if fact, the government e-file mandates are going to make it almost impossible for you to stay with the “old ways”. You will work, see, and talk to us (and maybe clients) live – in real time – side by side from your computer!

**Attached To This Letter Is A Cyber-Space Plug In Checklist.** If you are receiving this letter via e-mail then the “Checklist” is attached as an Adobe.pdf file for your viewing. You will need Adobe Acrobat Reader to open it. Most computers already have it installed so just click on the attached file to see if it will open. If not, this is the Internet link to download the simple Adobe free reader program:

<http://www.adobe.com/products/acrobat/readstep2.html>.

Let me explain the “Checklist”. In order for you to be connected with us, and work efficiently, you will need a few of the pieces of technology listed. You may already have many of the items listed. For everything else you don’t have, we will provide it for you at our cost. We have worked hard to keep these costs as low as possible so as not to deter good people from joining us. Our goal with this cyber-technology equipment is to get you connected to us so we can all get on with earning income now and during the upcoming tax seasons.

Some of the cost items are refundable to you upon reaching a minimum gross sales dollar amount of tax preparation and / or bookkeeping volume. The refund opportunities are very attainable.

We want you to succeed, so that we can succeed, but that can only happen if you can “cyber-commute” to us, and that requires a little investment on your part. If you are not sure if your computer meets our minimum requirements, please don’t worry. With your permission, we can remotely login to your computer and evaluate it. We want you to connect with us at the minimal cost possible.

**Cyber-Space Plug-In Checklist.** These are items that you are unlikely to have. The following is an explanation of some of these “cyber-toys”:

**D-Link DCS-1000 Camera (optional):** This is an IP based camera (don’t worry if you don’t know what that means). It is similar to a web cam, except it does not plug into your computer. It works independently, plugged directly into the Internet. This means it requires no configuration on your part, and once it is setup, you can forget about it. Clients can see you (with your password permission) for optional (your option) Cyber-Appointments.

**Ureach.com uConnect:** This is a low cost / high efficiency virtual Internet based messaging service, so you can get to it from anywhere. You get a personal toll-free number. This is a regular voice telephone number with voicemail as well as a fax number all combined, as well as e-mail service. It is able to forward incoming voice calls (for your instant answering on your cell phone, as an example, or just let it ring and take voicemail) and alert you of incoming faxes / voicemail messages / e-mails simply by ringing any other (cell, home, etc.) phone that you tell it to ring. It also has caller I D. This service also provides a calendar schedule, and other services. It is a very low cost and efficient means of keeping in contact with one another.

**Training / Evaluation / Support Fee:** This covers the cost of training you on our new technology and procedures and then evaluating your skill levels in both tax and / or bookkeeping as well as computer usage. It is available to be refunded if you achieve certain production goals (very attainable in our opinion). It also provides you with technical and program support throughout the busy tax season and post season. If you have any problems or questions, we are available to support you at all times possible. Our goal is low stress / high incomes ratios.

**“Key” To Virtual Office:** We utilize a paperless virtual office tax and accounting software and file cabinet environment. This makes all things possible between us. This “virtual office file cabinet” contains all the “digital paper” (client source documents, prior year copies of tax returns, correspondence, etc.) that normally goes into a bulky physical file cabinet folder, and makes it all virtual, i.e. you see documents on your computer monitor, not in your hands. All client folders and documents are in this “virtual cabinet”. You pay us on a per month use only basis

(currently \$25/month) for a login “key,” to the cabinet so you can access client work papers and earn your income as work opportunities are made available. If you produce a minimum dollar volume of work during the year, then your login “key” fees will also be available to be refunded if you achieve certain production goals (very attainable in our opinion). Please note that we incur the cost of these “cabinet keys” and pass that cost on to you at the same price.

**Source Clients Provided By US: (LOW sample fee of \$100/return used)**

**Income Earning Examples:** (Minimal Investment / High Return Ratio Possibilities)

**OUR** average assigned fee base \$100: (\$\$ more/less based on skill level, ½ hr/return)

**250 returns** x \$100 = \$25,000 Gross x **25%** **commission to you = \$6,250**

\$6,250 / (250 x 30 minutes each =) 125 \*flex-hours = **\$50 per hour earnings**

**500 returns** x \$100 = \$50,000 Gross x **25%** **commission to you = \$12,500**

\$12,500 / (500 x 30 minutes each =) 250 \*flex-hours = **\$50 per hour earnings**

**750 returns** x \$100 = \$75,000 Gross x **25%** **commission to you = \$18,750**

\$18,750 / (750 x 30 minutes each =) 375 \*flex-hours = **\$50 per hour earnings**

**1,000 returns** x \$100 = \$100,000 Gross x **25%** **commission to you = \$25,000**

\$25,000 / (1,000 x 30 minutes each =) 500 \*flex-hours = **\$50 per hour earnings**

**1,250 returns** x \$100 = \$125,000 Gross x **25%** **commission to you = \$31,250**

\$31,250 / (1,250 x 30 minutes each =) 625 \*flex-hours = **\$50 per hour earnings**

\*flex-hours = work on most returns (not scheduled appointments) anytime day or night that you choose – with no client administrative headaches. Note: above quantities represent average minimum / maximum tax return preparation and / or bookkeeping equivalent per person based upon our experience. Average price per return can vary depending upon geographic regions. All client funds paid to Associated Accounting & Tax Services with 25% being paid back to you on twice/month remittance cycle with direct deposit.

**(continued on next page)**

**Source Clients Provided By YOU (most likely from your local area-sample fees):**

**Income Earning Examples:** (Minimal Investment / High Return Ratio Possibilities)

**YOUR** average assigned fee base \$100: (\$\$ more/less based on skill level, ½ hr/return)

**250 returns** x \$100 = \$25,000 Gross x **85%** **commission to you = \$21,250**

\$21,250 / (250 x 30 minutes each =) 125 \*flex-hours = **\$170 per hour earnings**

**500 returns** x \$100 = \$50,000 Gross x **85%** **commission to you = \$42,500**

\$42,500 / (500 x 30 minutes each =) 250 \*flex-hours = **\$170 per hour earnings**

**750 returns** x \$100 = \$75,000 Gross x **85%** **commission to you = \$63,750**

\$63,750 / (750 x 30 minutes each =) 375 \*flex-hours = **\$170 per hour earnings**

**1,000 returns** x \$100 = \$100,000 Gross x **85%** **commission to you = \$85,000**

\$85,000 / (1,000 x 30 minutes each =) 500 \*flex-hours = **\$170 per hour earnings**

**1,250 returns** x \$100 = \$125,000 Gross x **85%** **commission to you = \$106,250**

\$106,250 / (1,250 x 30 minutes each =) 625 \*flex-hours = **\$170 per hour earnings**

\*flex-hours = work on most returns (not scheduled appointments) anytime day or night that you choose – with no client administrative headaches. Note: above quantities represent average minimum / maximum tax return preparation and / or bookkeeping equivalent per person based upon our experience. Average price per return can vary depending upon geographic regions. All client funds paid to Associated Accounting & Tax Services with 75% being paid back to you on twice/month remittance cycle with direct deposit. **Your source client servicing rights always remain with YOU.**

**(continued on next page)**

**Start-Up Investment Examples:**

**Basic Home Computer System Non-Refundable: (you may already have these items)**

850.00 Computer (\*Available as low as 450.00 for single unit)

300.00 Monitor (1) (\*Available as low as 100.00 for single unit)

45.00 Internet Service 45 / mo average

**1,195.00 Total Basic Investment (most people have already made this investment)**

**Optional Additional “Plug In” Investment – Non-Refundable:**

100.00 Monitor (1 extra) (optional **one time** investment)

200.00 Camera (optional **one time** investment)

80.00 Networking (optional **one time** investment)

90.00 E-mail / Fax / Voice 15 / mo x 6 months (ongoing investment)

240.00 Remote Access Fees 40 / mo x 6 months (ongoing investment)

**710.00 Total Additional “Plug In” Investment – Non-Refundable**

**Must Have Training/Evaluation/Support Plug-In Investment – Refund Potential:**

2,500.00 \*Cyber Training/Evaluation/Support Fee (initial investment refund potential)

\*Annual renewal fee (subject to change) required - refund potential each year

(2,495.00 After September 15<sup>th</sup> due to high tax season demand constraints)

25.00 “Key” To Virtual Office (currently 25.00/month with refund potential)

**2,525.00 Total Must Have Plug In Investment – Refund Potential**

**Total Investment Recap:**

**1,195.00 Basic Computer System (you may already have these items)**

**(600.00) \*Less lower available prices when available**

**710.00 Optional Additional “Plug In” Investment - Non-Refundable**

**2,525.00 Must Have Cyber Training/Evaluation/Support Plug In - Refund Potential**

**3,830.00 Maximum Potential Start-Up Investment**

**(2,500.00) Less Refund Potential**

**1,330.00 Net Start-Up Investment if you have no prior computer equipment**

**(1,195.00) Less Net Cost if you have prior Basic Computer System**

**135.00 Minimum Potential Start-Up Investment (after refund)**

Note: All prices quoted based upon current market prices and are subject to change.

**Compare Initial Start-Up Investment Above With 25% Income Potentials Below:**

**Potential Earnings Example Our Source Clients (can be more/less as stated above)**

**\$6,250 less 110.00 Min Net Projected Start-Up Investment = \$6,140.00 Profit**

**\$12,500 less 110.00 Min Net Projected Start-Up Investment = 12,390.00 Profit**

**\$18,750 less 110.00 Min Net Projected Start-Up Investment = 18,640.00 Profit**

**\$25,000 less 110.00 Min Net Projected Start-Up Investment = 24,890.00 Profit**

**\$31,250 less 110.00 Min Net Projected Start-Up Investment = 30,140.00 Profit**

**Compare Initial Start-Up Investment Above With 85% Income Potentials Below:**

**Potential Earnings Example Your Source Clients (can be more/less as stated above)**

**\$21,250 less 110.00 Min Net Projected Start-Up Investment = \$21,240.00 Profit**

**\$42,500 less 110.00 Min Net Projected Start-Up Investment = 42,390.00 Profit**

**\$63,750 less 110.00 Min Net Projected Start-Up Investment = 63,640.00 Profit**

**\$85,000 less 110.00 Min Net Projected Start-Up Investment = 84,890.00 Profit**

**\$106,250 less 110.00 Min Net Projected Start-Up Investment = 106,140.00 Profit**

**Now compare to starting/buying your own business (based upon our experience):**

**Minimum cost \$25,000 – \$50,000 (realistic cost is \$150,000-250,000/up) plus all ongoing overhead costs and administration stress. See “COUNTDOWN TO CYBER-SPACE” at end of this letter.**

**Refund Policy:** Produce a minimum \$25,000 gross volume (our source clients), or produce a minimum \$75,000 gross volume (your source clients) from now to the end of tax season (Jan. 1<sup>st</sup> – Apr. 15<sup>th</sup>) and receive a fee refund of: training / support and “key” to Virtual Office. If you don’t achieve a minimum of \$25,000, or \$75,000 (respectively) gross volume within a 12-month period, please remember that your gross volume is cumulative with us and does not “cut off” on April 15<sup>th</sup>. Upon achieving \$25,000, or \$75,000 (respectively) gross volume (pre and post tax season volume, or even into future tax seasons) you will receive your initial training/ key fee refund two weeks later (or May 1<sup>st</sup> if achieved anytime during any tax season). The fact that you may take a leave of absence (for any reason) does not diminish any gross volume amount you may have achieved up to that point in time. This refund policy is designed to encourage commitment on your part with the least possible risk / greatest reward ratio for you. We attempt to offer you work opportunities on a best efforts basis. This is based upon several factors, including matching your skill level to incoming work complexity, matching your availability to current work availability, etc. This policy encourages you to continue to improve your skill level and availability, allowing you to capture an expanding variety of work opportunities that would become a match for your skills and availability.

If you are interested in becoming a “flex-partner” with us, simply send back the attached Cyber-Space Plug In Checklist form, checking off your needed items, to:

Toll Free **Fax:** 1-(866) 522-5829

E-mail at: [TaxTeam@TaxHelp911.com](mailto:TaxTeam@TaxHelp911.com)

Snail Mail at: TaxHelp911.com Support Center - Associated Accounting & Tax Services  
PO Box 130334 Ann Arbor MI, 48113-0334

**Make sure we have your cell phone / e-mail information for quickest response by us.**

Questions: **Don’s Direct Cell Phone: 734-718-5230**

or Call Toll Free **Voice** 1-(877) 835-5112

I hope to hear from you soon as we have a very large client base to service, and we are always marketing for more good business. Welcome aboard...?

Sincerely,

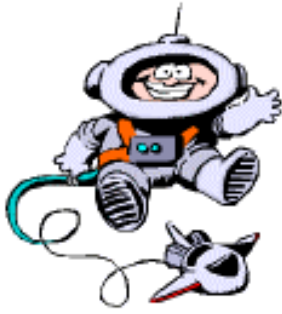
Don Burniac

Tax Consultant Since 1971

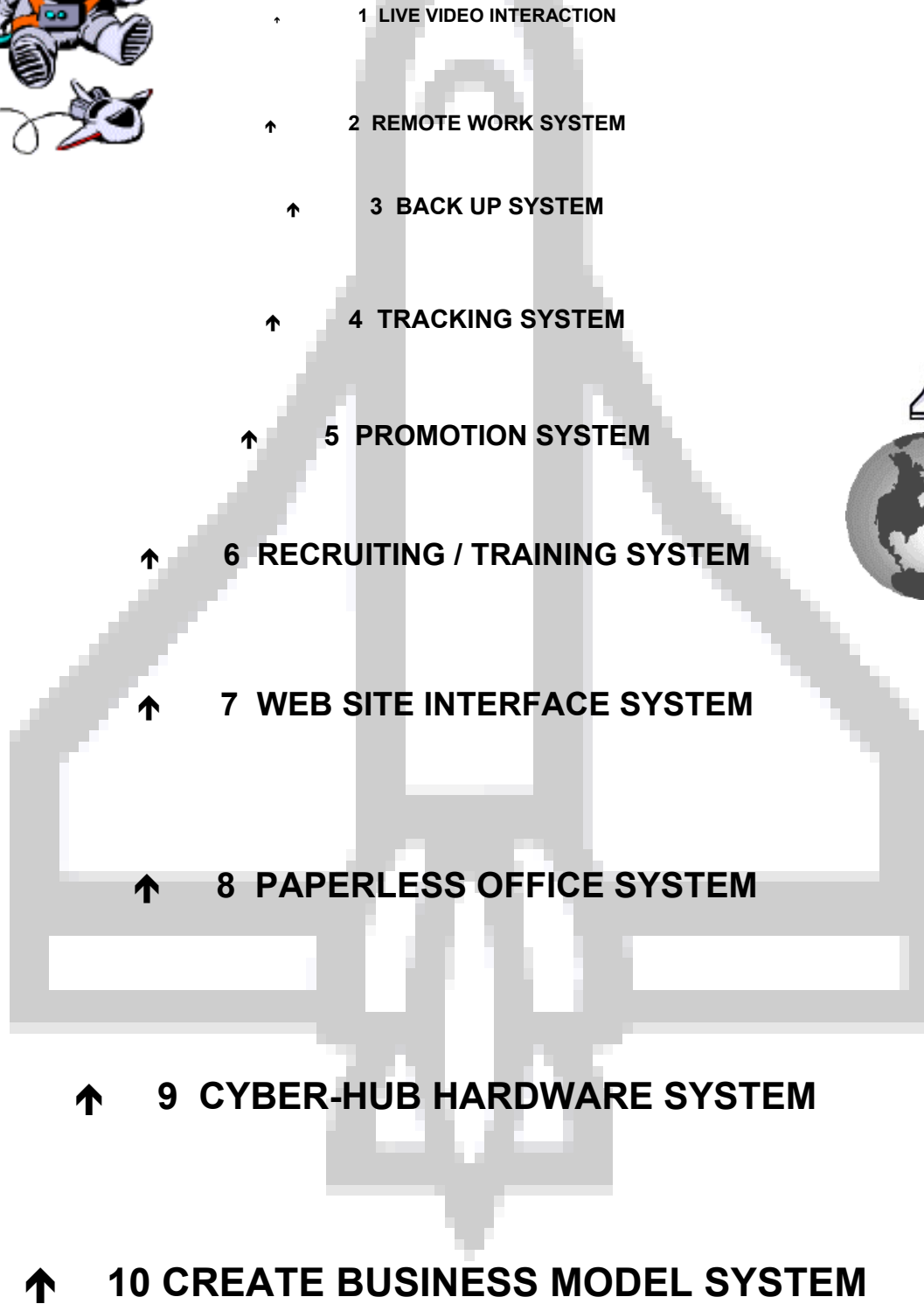
**...serving individual and small business tax clients since 1934...four generations.**

**Associated Accounting & Tax Services  
Cyber-Space Plug-in Check List**

<i><b>ITEM</b></i>	<i><b>Minimum</b></i>	<i><b>From Us</b></i>	<i><b>Our Price</b></i>	<i><b>Check</b></i>
<i>Computer</i>	Pentium III with 256mb of Ram, and dual monitor capable.	2ghz Pentium IV, 384mb ram, 40gig Hard Drive,	\$850.00	<input type="checkbox"/>
<i>Monitors</i>	Two 15inch monitors	Fifteen inch Flat Panel Monitor	\$300.00 each	1 <input type="checkbox"/> 2 <input type="checkbox"/>
<i>Camera</i>	D-Link DCS-1000 IP Camera	D-Link DCS-1000 IP Camera	\$200.00	<input type="checkbox"/>
<i>Networking</i>	4 Port Router and Cabling	4 Port Linksys Router and cabling	\$80.00	<input type="checkbox"/>
<i>Email/fax/voice</i>	Ureach.com uConnect Account, w/ e-mail, digital fax, voicemail, and a toll-free number.	Ureach.com uConnect Account, w/ e-mail, digital fax, voicemail, and a toll-free number.	\$15.00 a month	<input checked="" type="checkbox"/>
<i>Internet Service</i>	High Speed Cable or DSL	Not offered	\$45.00 a month on average	<input type="checkbox"/>
<i>Training and Support Contract</i>	Training on all technologies and software, as well as technical and program support during the tax season.	Training on all technologies and software, as well as technical and program support during the tax season.	\$2,500	<input checked="" type="checkbox"/>
<i>Keys to the Cabinet</i>	A virtual key to the Paperless file cabinet	A virtual key to the Paperless file cabinet	\$25.00/Mo.	<input checked="" type="checkbox"/>
<i>Remote Access</i>	Gotomypc Login	Gotomypc Login	Call-Optional Low Cost Backup Item	<input type="checkbox"/>
		Total Plug-In Costs All Checked Items:	Enter Total	



# BLAST OFF!



## COUNTDOWN TO CYBER-SPACE

(Average 1.5 Years Per Item = 15 Years To Set Up)

**TaxHelp911.com**  
Ann Arbor, Michigan



*Clients of TaxHelp911.com can see Don Burniac, above, or any of his tax preparers, live, in streaming video while talking to him on the phone. Burniac could be in his office or a 1,000 miles away, running his Creative Solutions software through Virtual Office CS from his laptop computer.*

**Creative Solutions software is key to the future for a Michigan accountant offering online, paperless, face-to-face service .**

## The Shape of the Future?

Don Burniac wants to liberate accountants (and, for that matter, their clients) from the constraints of bricks and mortar. His vision is to connect minds and visuals through the Internet, using computers and video technology to supplant the interaction that used to require people coming together in urban centers and cities. As the Michigan accountant puts it, "I liken computers and the Internet to binoculars for our brains."

Don has watched technology steadily erode the ties between specific office locations and equipment. He has no doubt that this trend will continue, and that soon he'll be able to carry his practice anywhere in a shirt pocket. Until then, he has positioned himself in the forefront by eliminating many of the constraints of space and time with an innovative practice he calls TaxHelp911.com.

Many accountants have started using technology to eliminate the need for frequent face-to-face meetings with clients and their paperwork. Burniac has taken this to another level. He and his staff not only provide tax preparation and small business accounting services to clients live, over the phone and the Internet—but they do so while continuing to provide the kind of face-time that clients find reassuring. And along the way, he has gotten rid of a heck of a lot of paper.

Clients log on to TaxHelp911.com and are able to see live, streaming video of their tax preparers while they talk to them on the phone and exchange documents over the Internet almost instantaneously. It's a one-way video connection that affords the client the privacy to work with their accountant, even while they're in their bathrobes.

And while the tax preparers may be in TaxHelp911.com's central Tax Support Office Hub, they might as well be at home, or even a thousand miles away—anywhere they can get a high-speed connection with their laptop.

"It's face-to-face, desk-to-desk, from anywhere. For clients, geographic market area choice restrictions are eliminated. The only thing they can't do is shake hands, but they can get a smile," says Burniac. "For tax preparers, they no

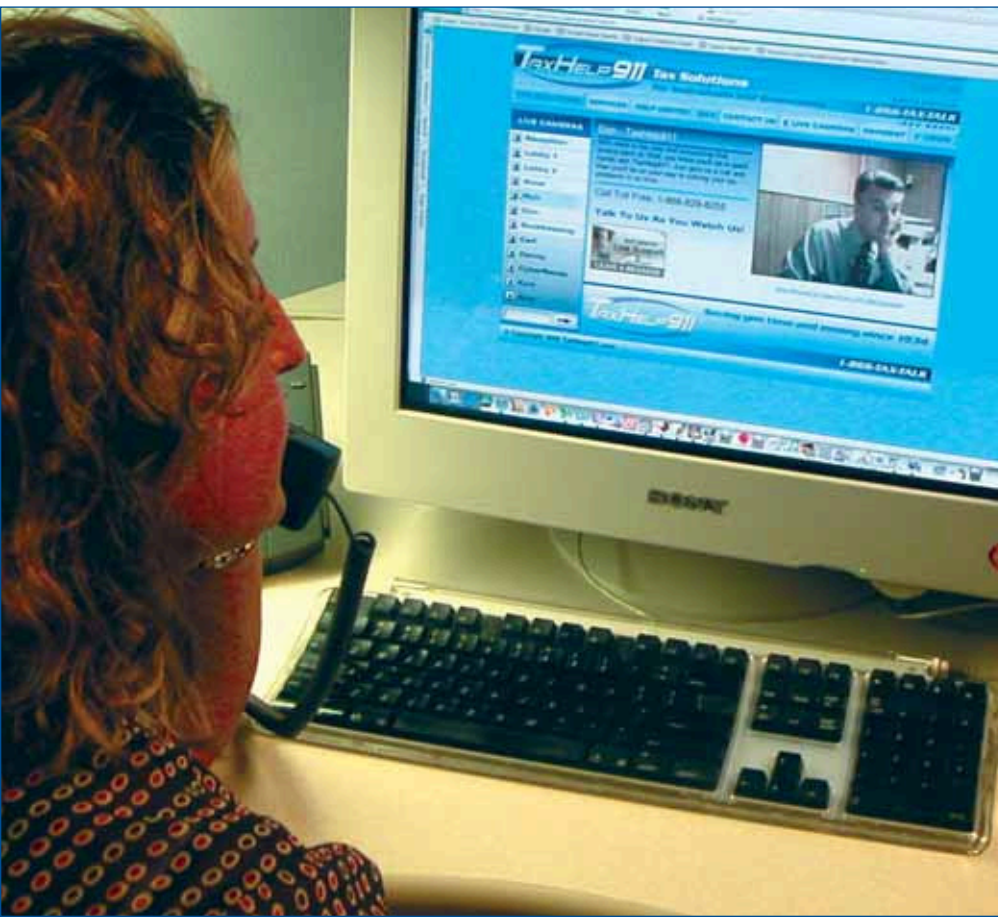
**"The core of our existence is really Creative Solutions. We just wrap this website technology right around that core."**

longer have to leave their costly homes empty while traveling to another costly office to make their living. An added benefit is that office overhead can begin to be squeezed out of pricing in today's competitive market."

### Laying the groundwork

His practice wasn't always so high tech. It began as a family tax and bookkeeping practice started by his grandfather in 1934. In 1971, Burniac's father made him an offer he couldn't refuse—if he brought in 50 new clients in a year, his father would buy him a new car.

"A male just turning 20 will do anything for a new car," says Burniac. "Little did I know what that would lead to. When I started, we had 350 income tax clients and 73 monthly bookkeeping



clients. By the time I was finished and decided to exhale a number of years later, we had 8,500 tax clients and 500 monthly bookkeeping clients.”

Don helped his father computerize to handle the volume, convincing him to invest \$100,000 in a Burroughs mini-computer system in 1977. “Nine months later the CPU burned up. I swore off computers forever.” Instead, they devoted themselves to developing a highly efficient manual system for handling all the clients they had—elements of which Burniac still uses for tracking work flow to this day.

A few years later, Burniac took another look at PC-based accounting software. “Creative Solutions approached us, and we said we would run their software against our manual system. We whipped them for three years in a row, like Paul Bunyan with his axe versus the chainsaw. But the fourth year they came back and beat us. They proved themselves, and we went with the best technology and embraced it.”

### Making it happen

Like any innovator, Don Burniac made several attempts to realize his vision before all the pieces came together. The first step was in the mid-1990s, when he experimented with using the Picture-Tel system to communicate remotely with clients. “It was basically a teleconferencing system. Clients had to come to the office, and we beamed in. The trouble was, the system was complex, expensive, and required dedicated ISDN lines. Even so, we did about 300 remote, live tax interviews. That was our pioneering phase.”

The next breakthrough in achieving his vision was Creative Solutions’ introduction of its Virtual Office CS software. “That’s what made it all possible,” says Burniac. They could access all their software and client data remotely, enabling staff to work from anywhere. “And it all came together when we embraced web technology. That’s when TaxHelp911.com was born.”

*Clients are also liberated from the constraints of geography. They can get their face time with Burniac or his colleagues from home, in the office, or even on the road—any place where they can get a phone connection and highspeed computer access.*

There was one final wrinkle to be worked out. It turns out that they overinvested in web technology at the outset, with two-way VOIP (Voice Over Internet Protocol) web cameras and phones on both ends. They came to realize that this was needlessly complicated and expensive—the web phones tended to loop and echo, and getting clients on video was a hassle.

You might call their current setup a “high tech/low tech” system—it uses Internet technology, but only for the TaxHelp911.com website with streaming video from a low-cost web cam. Audio is delivered over conventional phone lines. “Regular phones are much more flexible, and clients are relieved not to have to have a camera on their end.”

### Putting it all together

“The core of our existence is really Creative Solutions. We just wrap this website technology right around that core. Now it all exists in cyberspace and the integration and data sharing of software like Creative Solutions accounting products and FileCabinet CS with UltraTax CS means that everything interlinks seamlessly,” says Burniac.

“The software integration and largely paperless workflow are especially important. You don’t want to run around tracking down paper files while you’re live, on camera with your client,” he adds.

“I’ve spent a lot of time with Creative Solutions tech support. They’ve been very helpful, and they really listen to users’ needs. I encourage all users to spend time with them and tell them what they need.”

Burniac is eager to share with other accountants what he has learned about using the web to escape the expense of bricks and mortar. He’s easy to find. Just go to [TaxHelp911.com](http://TaxHelp911.com).