



Franchise Opportunities

Platinum Opportunities

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Express Request Form

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Browse Opportunities By

Alphabetical

Industry

Geographical

Investment Level

Veterans

Home Based

Multi-Unit

Women Based

Business Opportunities

Franchising Guide

Franchise Buyer Advice

What is Franchising?

Why Choose Franchising?

Getting Started: Making  
the Franchise Decision

Franchise Industry Insight

Franchise Information Directory

Franchise Attorney Directory

Franchise News

All

General Announcements

Conference

## Roni Deutch Tax Center Franchise News

Franchise Information

Franchise Requirements

Franchise History

Franchise News

OCTOBER 04, 2007

FOR IMMEDIATE RELEASE

### Roni Deutch Tax Center® `Files' First Atlanta Location; Provides Americans Competent, Professional Tax Return Preparation

#### Roni Deutch Tax Centers to Provide Millions of Americans `Preventive Medicine for Tax Liability'

October 04, 2007 // Franchising.com // ATLANTA — Building off her celebrity status from TV commercials seen every day, in every major U.S. market, Roni Deutch, owner of the largest Tax Resolution Law Firm in the United States, has announced that the Roni Deutch Tax Centers® will open a franchise location in Atlanta, offering the community competent, professional tax return preparation.

"I look forward to opening a Roni Deutch Tax Center because this business already has a built in customer base of millions," said Kalimah Jenkins, who owns the first Roni Deutch Tax Center in Atlanta. "Every year, the number of individual tax returns increases so there is a demand for tax preparation, and I want to provide customers with the best service available to help them file correctly and with their best interests in mind."

After helping tens of thousands of people save millions in IRS debt over the past 16 years through her California-based tax resolution law firm, Deutch is on a double-pronged mission – ironically, to eliminate the need for tax resolution by providing Americans with competent, professional tax return preparation, and to provide a recession-proof business opportunity for entrepreneurs seeking a piece of the booming tax preparation industry. According to the IRS, 229 million tax returns will be prepared in 2007 and that number is expected to increase to almost 250 million by the year by 2012. And each year more and more people are turning to professional tax preparers. That number is currently at 62 percent and growing by about 1 percent each year.

"Over the past 16 years I have seen the devastating effect and hardships that sloppy, unprofessional and inaccurate tax return preparation can have on people's lives," Deutch said. "I've helped people with their IRS tax problems, but now I want to prevent them from getting into trouble in the first place. Roni Deutch Tax Centers will help millions of people avoid costly mistakes they would otherwise have to spend years paying for. I'm calling it preventive medicine for tax liability."

The first Roni Deutch Tax Center, opened by Deutch herself in June 2006 in Fair Oaks, CA, has already prepared more than 6,000 tax returns. Also, through a strategic alliance, Deutch operates an additional six Roni Deutch Tax Center units with kiosks inside Money Mart® / Loan Mart® check cashing and payday loan locations. Potential franchisees will have the opportunity to service Money Mart / Loan Mart customers, in addition to their storefront Roni Deutch Tax Center franchise. Money Mart / Loan Mart are the second largest network of retail financial services stores in the United States.

#### About Roni Deutch Tax Center

Roni Deutch has built her reputation as one of the most successful tax lawyers through hard work and dedication to the needs of taxpayers. Her competitive spirit and insatiable work ethic has made her a household

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name with one out of three American adults knowing the name Roni Deutch. Through her years of practice, she saw that many of her clients' tax problems were caused by sloppy and unprofessional tax return preparation. Roni decided it was time to put her experience to work for taxpayers across the country. The Roni Deutch Tax Center is now filling the need for competent tax return preparation. An affordable franchise opportunity, a Roni Deutch Tax Center franchisee can expect to pay somewhere between \$59,000 and \$93,000 to open a tax center with the average investment being about \$55,000 for one location. Additionally, RDTC has recently launched its Area Developer program, in which entrepreneurs can own, operate and develop 50 RDTC locations in their local market. For more information, visit [www.rdtc.com](http://www.rdtc.com), or call 866-RDTC-BUY [(866)-738-2289.]

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### Roni Deutch Tax Center Franchise Information Request Form

Use this form to request additional Franchise information.

\* = Required Fields

#### Applicant Information

First Name: \*

Last Name:

E-mail: \*

Address: \*

Phone: \*

City: \*

State/Provence: \*

Alternate Phone:

Zip/Postal: \*

Country:

#### Financial Information

Liquid Assets: \*

Net Worth:

Investment Range:

#### Desired Location

Desired City:

Desired Territory:

#### Additional Information

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