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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Bruce Tax & CPA Arrives in Northwest Des Moines Metro

Bruce Tax & CPA has arrived in the northwest Des Moines Metro with a unique mix of bilingual professional services available at clients' homes and businesses. Clients choose either English or Spanish for tax returns, tax planning, college financial aid strategies and Business Continuity Planning.

Bruce is a trilingual CPA who used to prepare taxes for disadvantaged groups through community programs for seven years. He saw clients and their families waiting hours for service at those clinics, sometimes being turned away due to limited staffing or more advanced tax needs. Spanish-speakers often struggled with paperwork entirely in English.

Recognizing these barriers to quality tax services, Bruce recently established a bilingual tax and CPA firm in Grimes that provides professional services at clients' homes and small businesses. In addition to preparing individual income tax returns, Bruce offers additional year-round professional services for families and small businesses.

“Families with 12- to 18-year-old children rarely know how to improve college financial aid opportunities by placing assets where they don't count against you. The complex interplay of college financial aid, education tax credits, IRS limits, college savings plans and other factors require strategies lasting for years. Protecting \$10,000 for each of five years could head off the aid formula expecting them to spend \$2,500 of those savings every year a child is in college.”

“Recently we've seen small businesses hit with floods, storms, fires and even broken water mains that shutter the business for months. While insurance may pay for property damage, it doesn't preserve your livelihood. Each day you're closed is another day your customers shop your competitors. Business Continuity Planning helps you reopen sooner, protect people and assets, and improve insurance recoveries.” Bruce's emergency management skills complement his broad business experience in accounting and technology to help businesses survive such adversity.

Bruce Tax & CPA is based in Grimes and serves clients in Grimes, Granger, Woodward, Perry, Minburn, Adel, Dallas Center, Urbandale, Polk City, Johnston, Saylorville, Ankeny, Des Moines, West Des Moines, Waukee and Clive.