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Roni Deutch To Host Mini-Discovery Day Seminar In San Francisco

Nation's Most Recognized Tax Attorney to Brings Franchise Opportunity to San Francisco Area; Plans for 150 New Roni Deutch Tax Centers in the Area within the next 3-5 Years

/24-7PressRelease/ - North Highlands, CA July 02, 2008 - Building off her celebrity status from TV commercials seen every day, in every major U.S. market, Roni Deutch has announced plans to stamp her name on more than 1000 tax preparation franchises, coined Roni Deutch Tax Center, across the country in the next five to seven years. Included in the development is the greater San Francisco area, where the tax icon plans to open 150 Roni Deutch Tax Center locations in the next 3-5 years.

To feed this development, Roni Deutch is hosting a Mini-Discovery Day seminar on June 27, 2007 at 6pm at MoMo's Restaurant, located at 760 2nd Street in San Francisco. The Mini-Discovery Day seminar will include a complimentary dinner served to all attendees, and will feature a presentation by Roni Deutch educating prospects about the booming tax resolution industry and the benefits of opening a Roni Deutch Tax Center franchise.

"We are thrilled to expand the Roni Deutch Tax Center concept throughout California and specifically in the greater San Francisco area," said Roni Deutch, owner/founder of the Roni Deutch Tax Center. "The San Francisco market is vital to our success in California, which is why I have planned this event so that I can personally meet with area entrepreneurs, speak with them first-hand about owning a Roni Deutch Tax Center, and discuss how our franchise system is primed for long-term success."

After helping tens of thousands of people save \$5,000 to \$4 million in IRS debt over the past 17 years through her California-based tax resolution law firm, Roni 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, 134 million individual income tax returns were filed last year and 62 percent of Americans hired a tax professional to prepare their return. And the IRS is projecting an increase in returns filed to 146 million by the year 2014.

"Over the past 17 years I have seen the devastating effect and hardships that sloppy, unprofessional and inaccurate tax return preparation can have on people's lives," Ms. Deutch said. "Decent, hard-working people get into serious tax trouble by making simple mistakes on their tax returns, or by paying incompetent people to make the mistakes for them. 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 Center 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 was opened by Ms. Deutch herself in June 2006 in Fair Oaks, California.

"New franchisees can look forward to a built in customer base of millions and a concept that is immune to the ups and downs of the economy," Ms. Deutch said. "The saying 'death and taxes' is true. People will always need their taxes prepared. You just can't avoid it."

Every Roni Deutch Tax Center will be open for three and a half months from mid-January through April 15. Franchisees will undergo an 11-day training course at the Roni Deutch Tax Centers corporate office in Sacramento, where they become certified to complete and file tax returns. During the other nine months of the year, franchises are required to keep their tax centers open at least one day a week.

"Franchisees have the potential of earning an entire year's salary in as little as three and half months. Based on my model, it's realistic that franchisees can process 450 returns in their first year, gradually working their way up to 1,000 returns by year six," Ms. Deutch said. She also added, "Every year millions of people solicit the services of tax professionals and that number is growing every year. I'm seeking out ambitious, driven individuals with an entrepreneurial spirit who are as passionate about helping people as I am. It's my name and credibility on the door."

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 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. Ms. Deutch decided it was time to put her experience to work for taxpayers across the country. 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 invest between \$26,500 (tax preparation business conversion) and \$93,000 to open a tax center with the average investment being about \$65,000 for one location.

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