

SMALL-BUSINESS OWNERS UNDERSTAND THE VALUE OF TIME. Every minute of every day can easily be consumed by sales, marketing, and management responsibilities. As a result, expense reports become piles of receipts tossed into a shoebox, and bookkeeping tasks often get lost in the daily grind. Then, suddenly, it's tax season!

"Business owners can most easily avoid the pitfalls of poor accounting and tax management if they come to us when their business is in its infancy, when it's still just an idea," explains Wilder Accounting vice president Daniel Wilder, CPA, MST. "It's at that point that we can help them make important decisions about their legal identity, tax plan, and financial goals. Advanced planning is an invaluable preventative for tax-season stress!

"Our goal is to lighten the load for small-business owners," Daniel continues. "They should be able to focus on managing and growing their business, not maintaining accounting, payroll, and tax records – that's why we're here."

In fact, Wilder Accounting has been providing Central Florida businesses and residents quality service for a fair price for more than 35 years.

"We still work with our very first client," Daniel says. "I think that says a lot about the level of trust and confidence our clients have in our work. Our main priority is to reduce the challenges that come with business ownership. We are here to help owners establish and maintain a healthy business that will be prepared to move seamlessly through annual tax season."

That commitment to client care was first established by Wilder Accounting founder Jack Wilder, CPA, EA, CIA. Along with his wife Mary Alice, Jack built a solid practice based on a "budget-conscious philosophy and all the personality one expects from a family-run firm." Today, with Daniel at the helm, that same level of support is provided by an experienced team of professionals who offer accounting, financial, payroll, and tax services under one roof.

"We offer tax preparation and much more, including traditional accounting, taxation counsel, IRS representation, reviews, payroll processing, and QuickBooks coaching," Daniel says. "Our knowledgeable team of Certified Public Accountants can explain complicated tax codes and investigate and troubleshoot small-business operational challenges."



"My experience with the Wilder Accounting team was one of relief," says a satisfied client. "In many years of getting taxes done, I had never been advised so thoroughly before working with the Wilder team. They stick to the rules and provide a very detailed service with the understanding that ultimately it is my hard-earned pay that they work to protect. When it comes to my taxes, I am informed and educated with what I pay and why I pay it. I am so glad that I have found a professional team that leaves me secure with my taxes, and I know they are done properly and professionally."

To learn more about Wilder Accounting or to schedule a priority consultation, visit WilderAccountingCPA.com or call 407-657-7200.

– Shelley Ouellette

Daniel Wilder, Wilder Accounting vice president

Seminole County Residents and Small Businesses Rely on Wilder Accounting For...

Tax Services: Tax laws are complicated. The experts at Wilder Accounting are current with national and state tax laws and provide tax preparation services to alleviate financial implications and make processing and filing taxes an effortless process.

Small-Business Accounting: Accurate monthly bookkeeping is critical for businesses to effectively evaluate profitability and analyze income and expenses. This important financial data can impact the operation of a business and annual tax returns.

Payroll Processing Services: Payroll is a critical responsibility for business owners, and Wilder Accounting can accurately and efficiently process company payroll. In combination with financial statements, the Wilder team helps business owners determine a reasonable wage, avoid costly errors on payroll reports, and make timely payroll deposits to avoid penalties.

QuickBooks Coaching: QuickBooks accounting software offers businesses the tools and resources to manage their accounting records and generate reports. Wilder Accounting provides clients QuickBooks consulting services to ensure they are properly prepared to produce accurate annual accounting and tax reports.