

## Additional Services

### Income Tax Services:

- ⇒ Individual Income Tax
- ⇒ Business Income Tax

### Representation Services:

- ⇒ IRS & State Representation

### Consulting Solutions:

- ⇒ Small Business Marketing
- ⇒ Cash Management
- ⇒ Bank/Loan Financing
- ⇒ QuickBooks Consulting

### Financial Services:

- ⇒ Business Retirement
- ⇒ Individual Retirement



**Cruise & Associates**  
**Control Without Effort**

W: [www.cruise-associates.com](http://www.cruise-associates.com)  
P: (800) 401-4284  
E: [cadesk@cruise-associates.com](mailto:cadesk@cruise-associates.com)

3023 13th Street, P.O. Box 726  
Columbus, NE. 68602-0726  
P: (402) 564-5827  
F: (402) 562-6134

2808 S 80th Ave, Suite #140  
Omaha, NE. 68124  
P: (402) 558-6922  
F: (402) 558-3546

## Business Solutions for Today's Restaurateur's

### Wealth Management Through

- ◆ **Income Tax Services**
- ◆ **Business Services**
- ◆ **Financial Services**



**Cruise & Associates**  
**Control Without Effort**

[www.cruise-associates.com](http://www.cruise-associates.com)

## About Us:

To successfully run and grow a restaurant, you need someone that speaks both restaurant and tax with the know-how to run a business efficiently. Statistics show five out of 10 new businesses fail within the first five years. According to the US Small Business Administration



Take your restaurant to the next level

That is what we do. Cruise & Associates, a trusted and respected Nebraska based accounting and consulting firm that has specialized in restaurants for over 20 years. Our goal is to make sure your restaurant is working for you and not against you.

**Our Goal is to increase your income and reduce your taxes**

In accordance with IRS Circular 230 Disclosure, and to ensure compliance with requirements imposed by the US Internal Revenue Service, we inform you that any tax advice contained in this material was not intended or written to be used, and cannot be used, by any taxpayer for the purpose of (1) avoiding tax-related penalties under the US Internal Revenue Code or (2) promoting, marketing or recommending to another party any tax-related matters addressed herein.

## Restaurant Consulting Services:

We realize that over time your needs change. We know that what worked a year ago may not today. In an effort to better help you deal with the changing aspects of your restaurant, we can customize a program to help meet your needs. We can help find the answer for both you and your restaurant. Our customized programs can help you maximize your profits. We will help you reach your goals.

## Restaurant Income Tax Services:

You can place your confidence in our tax professionals to expertly prepare federal, state, and local tax returns.

We approach each client's situation with restaurant experience, and we prepare each return with quality, timeliness, and efficiency.

By having a personalized one-on-one interview, asking the right questions and knowledge of the industry, we gather information to prepare tax returns and identify valuable tax planning opportunities. We stand behind our work, so clients can depend on us to represent them in any federal, state, and local tax examinations.

We work relentlessly to find tax reduction opportunities such as restaurant specific tax credits and incentives. We identify tax minimization strategies through cost segregation, LIFO implementations, and tax deferral strategies.

## Restaurant Business Services:

As a business owner you have more important things to do than keep your own books. We can take care of it for you, so you get back to the job of running your restaurant and generating profits. Monthly, we'll recon-



We speak restaurant and income tax.

cile your bank account, generate financial statements and, provide unlimited consulting. These tasks help form the solid foundation of your business accounting system.

## Restaurant Payroll Services:

Payroll laws and the IRS have made payroll a nightmare for the restaurant owner.

Restaurant owners spend an average of 12 days a year just doing their payroll. That time could be spent generating sales, prospecting new business opportunities, improving products or services, or servicing customers.



**Cruise & Associates**

[www.cruise-associates.com](http://www.cruise-associates.com)  
[www.facebook.com/cruiseassociates](https://www.facebook.com/cruiseassociates)  
[www.linkedin.com/in/cruiseassociates](https://www.linkedin.com/in/cruiseassociates)  
[www.twitter.com/@robertfcruiseea](https://www.twitter.com/@robertfcruiseea)