Cruise & Associates

Wealth Management

Income Tax Services
Business Services • Financial Services

www.cruise-associates.com

Since 1991, Cruise & Associates has been working to meet the accounting needs of small business owners and individuals. We specialize in income taxes, tax planning, bookkeeping, payroll, business controls, and wealth management. Our goal is to ensure that your finances are as streamlined and efficient as possible. We want to increase your income and reduce your tax liability. We listen to your needs and work with you to develop the right plan for you or your business, and with offices across eastern Nebraska we're available for a quick consultation.

WHY USE AN ACCOUNTANT?

Why do you need an accountant? There are as many different reasons as there are individuals, businesses and days of the week. On that note, here are 7 reasons why an accountant is so valuable to individuals and businesses.

1. Professional accountants are plan oriented. They're not just filling out forms. We work to ensure that everything is where it needs to be months and years into the future.
2. Accountants can ensure that your business has the best entity for your situation, as well as making sure that you stay in compliance with the associated legal and tax issues.
3. Professional accountants attend substantial continuing education to ensure that we're always up-to-date on the latest policy changes.
4. We're open year-round, not just during tax season, because your financial life is more than just a tax return.
5. Enrolled Agents can help clients when the federal and state auditors start calling. Since they are taxpayer representatives and can work with auditors directly on the taxpayer's behalf. The taxpayer does not even have to show up to the meetings.
6. Accountants can explain the tax rules as they apply to businesses. These might include, however are not limited to, inventory methods, accounting methods, travel expenses, and start-up laws.
7. A good professional tax accountant is a partner in your financial future. They can be called on to give advice or counsel on a wide variety of topics. Those topics include, however not limited to business, labor laws, etc.

800.401.4284

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4715 S 80th St., Ste A
Omaha, NE 68127

Branch Office Address:
402.564.5827
3023 13th St.
Columbus, NE 68601

402.395.8789
239 S 2nd St.
Albion, NE 68620

*registered branch office is the only location to carry out investment-related activities & maintain securities client files.

SERVICES

Individual Taxes
We work to reduce your tax liability, not just in the current year, but every year going forward. No matter how much you make, keep more of what you earn.

Trust & Estate Income Taxes
No one wants to think of taxes after the death of a loved one, but generally, they still need to be paid. Uncle Sam is rather heartless that way. We'll deal with it so it's done right and you don't have to.

IRS & State Representation
If you've run into trouble with the IRS or the state regarding taxes, let us see what we can do to help get you back to where you need to be.

Small Business Retirement
There are several retirement programs that a small business can use, however, are not limited to: Simple-IRA, Sep-IRA, Safe Harbor 401(k), Traditional 401(k), Defined Contribution Plans, & Defined Benefit Plans.

We can work with small businesses to help them develop a suitable retirement program for their small business.

Business Services
We provide many services for many different kinds of businesses. Whether it's simply payroll and bookkeeping to more complex tasks such as internal controls or strategic business analysis, we've got the experience to help you do it right.

Business Taxes
There's no getting around giving Uncle Sam his share, but there's no reason to give him more than his share either. We work with you to make sure your business pays what it needs to and not a penny more.

Financial Services
Once you've given Uncle Sam his cut, it's time to make sure that you're protecting yourself and your loved ones by preparing for the future. Whether it's retirement, your child's college expenses or life insurance, we have the knowledge to help you make the right choices for your family.