

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
- ⇒ Group Health Insurance



Cruise & Associates
Control Without Effort

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Business Solutions for Today's Restaurateur's

Wealth Management Through

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



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About Us:

To successfully run and grow a restaurant, you need someone that speaks both restaurant and tax with



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.

the know how to run a business efficiently. Statistics show six out of 10 new businesses fail within the first five years. In fact, a bankruptcy judge once said 75 percent of business bankruptcies could have been prevented if a business owner kept proper records and received proper advice.

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 meet your needs. We can help find the best answer for both you and your restaurant. Our customized programs can help you maximize your profits and increase your net worth. You can trust that we will help you reach your goals.

Restaurant Income Tax Services:

Restaurants throughout Nebraska count on 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 reconcile your



We speak restaurant and income tax.

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

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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

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