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### About the author

Charles E. McCabe, M.B.A. is the founder of the Richmond, Virginia-based Peoples Income Tax, an innovative, multi-office tax preparation firm established in 1987. He has over 40 years of experience in the mass-market tax preparation industry. Previously, he was Director of the H & R Block Mid-Atlantic and New York City Regions overseeing in each region 200+ offices through some 20 district managers. He has been an Adjunct Faculty Member of the Business Schools of Hofstra University and Virginia Commonwealth University.

Honored in 1993, 1994, 1995 and 1996 as one of the fastest growing private companies in the metropolitan Richmond area, Peoples Income Tax, Inc. was also named a 1994 Blue Chip Enterprise by the U.S. Chamber of Commerce. Peoples was a recipient of the 1999 Torch Award for Marketplace Integrity from the Better Business Bureau. In December 1999, at a ceremony in Washington, D.C., Robert Barr, then IRS Assistant Commissioner for Electronic Tax Administration (ETA), recognized Peoples as a "Special Friend of ETA." In October 2000 McCabe was appointed to the IRS Electronic Administration Advisory Committee (ETAAC), which reports annually to Congress. He was recognized in January 2002 as Founding Chairman of the Virginia Council of CEOs. McCabe is also co-author of two nationally distributed books published by Peterson's of Princeton, NJ: *Back to School: The College Guide for Adults* and *New Horizons: The Education and Career Planning Guide for Adults*. He is founder of The Income Tax School, a division of Peoples Income Tax, which licenses tax school systems to accounting and tax firms nationwide.

In 2006, Chuck was elected to the Executive Committee of the Career College Advisory Board for the State Council of Higher Education for Virginia. In 2005-2006, Chuck served as Chair of the Better Business Bureau of Central Virginia. In 2003, he was the recipient of the Samuel H. Dibert Community Service Award from Commonwealth Catholic Charities. Chuck was the 1990 Virginia SBA Small Business Advocate; US Chamber of Commerce Blue Chip Enterprise recipient and former member of the IRS Electronic Tax Advisory Committee (ETAAC) which reports annually to Congress. He is also a 1990 Graduate of Leadership Metro Richmond.

## Introduction

To effectively compete with national tax firms, you simply must beat them at their own game and, to do so, you should first understand how the game is played.

You need to answer these questions:

- Why are the national tax firms successful?
- What are they doing right?
- What are they doing wrong?
- How can you do what they do better?
- How can you differentiate from them?

What the national firms are doing right is to:

- Provide competent tax service at an affordable price
- Stand behind their service
- Make their service available at convenient times and locations
- Market their service effectively and efficiently.

What they are doing wrong is to fail to deliver their service with *consistent* quality and value. This is their Achilles' heel.