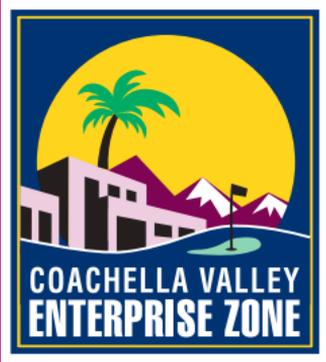


**If you own a business in the
Enterprise Zone, you're lucky.**

**You can save thousands
every year!**



What is the Enterprise Zone?

A geographical area covering Thousand Palms, Indio, Coachella, Thermal and Mecca. It is not a government agency. They do not tax you or intrude into your business in any way. There are **no fees or lengthy paperwork**. Zones were established throughout the State to help improve business. You're lucky if you own a business in the Zone because you're eligible for their five major financial incentives. Benefits are realized as a direct reduction or even elimination of any State income tax liability. That's just like "**free cash**" back from the government. If you're not using these benefits, you're literally throwing away your own money.

How will you save money?

1. Hiring Credits

The Zone offers several financial incentives. The biggest one is the Hiring Credit. For each qualified employee you save over **\$30,000**. This is a direct reduction of your State income tax. Employees living in the local area automatically qualify. **It's easy** - there's only **one piece of paperwork**. Unused credits can be applied to future year's taxes and you can even refile amended returns back three years.

2. Sales and Use Tax Credit A sales tax credit for new machinery and parts purchased by Zone businesses is available and can reduce California State Income Taxes.

3. Business Expense Deduction Certain property purchased for use in an Enterprise Zone business may be deducted as a business expense in the first year it is utilized.

4. Net-Operating Loss Carryover Losses by Zone businesses may be carried over to years in which taxable income is earned.

5. Lender's Tax Deduction Lenders can use interest on loans to Zone businesses as a State tax deduction. Zone businesses may negotiate a better interest rate due to the lender's savings.



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