

Program Timeline

Please Note: If the dealership signs up later than the initial time on this timeline they need to complete all the steps prior to their date of participation.

| WEEK OF | 4TH QUARTER | COLLECTIONS | 1ST QUARTER |
|----------|--|--|--|
| Sept. 1 | Sign-Up with TRS Tax Max (1) | Sign-Up with TRS Tax Max (1) | Sign-Up with TRS Tax Max (1) |
| Sept. 7 | Finalize Marketing & Action Plans | ↓ | ↓ |
| Sept. 14 | Establish Goals, Policies & Risks for 4th Quarter | | |
| Sept. 21 | Train Sales, Finance & Collections Departments (2) | | |
| Sept. 28 | | | |
| Oct. 5 | 4TH QUARTER BEGINS | | |
| Oct. 12 | Practice 4Q Deals in the GUEST Account (3) | | |
| Oct. 19 | **Attend 4th Quarter Webinars** | | |
| Oct. 26 | Hang 4Q Ad Materials (Banners, Coupons, etc.) (4) | | |
| Nov. 2 | Recommended Start Date for Moving Vehicles | | |
| Nov. 9 | **Attend 4th Quarter Webinars** | | |
| Nov. 16 | | Finalize Marketing & Action Plans | Finalize Marketing & Action Plans |
| Nov. 23 | | | |
| Nov. 30 | Order Additional Marketing Materials | **Attend 4th Quarter & Collections Webinars** | |
| Dec. 7 | Follow-Up on 4Q Deals (5) | Mail Postcards/Mailer to Past Dues | |
| Dec. 14 | | Contact 30+ Day Past Due Accounts | Train Staff on 1Q Program (Training Video) (8) |
| Dec. 21 | | Have Them Sign 'Promise to Pay' Letter | Hang 1Q Marketing Materials |
| Dec. 28 | | Follow Up On 30+ Day Past Due Accounts(7) | **Attend 1st Quarter Webinars** |
| Jan. 4 | **Attend 1st Quarter & Collections Webinars** | **Attend 1st Quarter & Collections Webinars** | 1ST QUARTER BEGINS (9) |
| Jan. 11 | Prepare List of 4Q Deals (6) | Prepare List of Signed 'Promise to Pay' clients | Mail 1Q Mailer & Run Advertising |
| Jan. 18 | **IRS OPENS** | **IRS OPENS** | **IRS OPENS** |
| Jan. 25 | PEAK TAX TIME | PEAK TAX TIME | PEAK TAX TIME |
| Feb. 1 | | Contact Signed 'Promise to Pay' Clients | ↓ |
| Feb. 8 | | Who Have Not Returned | Order Additional 1Q Materials |
| Feb. 15 | Contact 4Q Deals That Have Not Yet Filed Taxes | ↓ | PEAK CHECK PRINTING TIME |
| Feb. 22 | Evaluate 4Q Plan & Results | | ↓ |
| Mar. 1 | Take Collections Action on Defaulted 4Q Deals | Evaluate Clients - Signed 'Promise to Pay' | Continue Selling Vehicles & Completing Tax Deals |
| Mar. 8 | ↓ | Broken Promise = Harsh Collections Actions | ↓ |
| Mar. 15 | | | |
| Mar. 22 | | | |
| Mar. 29 | | | Complete Tax Max Dealership Survey |
| Apr. 5 | | | |
| Apr. 12 | | | |
| Apr. 19 | | | |
| Apr. 26 | | FINAL EVALUATION OF TAX SEASON | |
| May. 24 | | DEALERSHIP INCENTIVE FEES MAILED OUT | |
| Sep. 30 | | LAST DAY TO FILE A TAX RETURN | |

- 1 - Marketing materials will **NOT** be shipped until full payment is received.
- 2 - You will need everyone from the greeter to the Sales Manager to be educated on the Tax Max program. Make sure everyone watches the training video that is located under the *Helpful Information & Training* tab.
- 3 - Practice 4Q deals using our GUEST training account -- Log-In ID: GUEST & Password: GUEST
- 4 - Every employee should be handing out the \$20 Coupon to any and all customers who come to the lot
- 5 - Make sure that customers are making their regular payments. If not, TAKE ACTION as this is a sign that they may not come back with their W2's in January or February.
- 6 - Remind customers to come back with their W2 to complete the process.
- 7 - Follow up with clients that signed the 'Promise to Pay' letter and remind them to come in with their W2 to complete the tax filing process.
For those that failed to sign 'Promise To Pay' letter, TAKE ACTION!
- 8 - Practice 1Q deals using out GUEST training account -- Log-In ID: GUEST & Password: GUEST
- 9 - You should have received your blank check stock in the mail from TRS Tax Max. Be sure to test your computers to ensure that you can print a test check. The test check printing instructions are under the *Helpful Information & Training* tab under "Onsite Check Printing Instructions & Problem Solving".

Remember, being prepared for tax season with employee training and advertising implementation can be the difference between having a good season and a GREAT tax season!