

February 2009



Welcome to ACCION San Diego's February newsletter! We use this opportunity to keep our clients, partners, and friends informed about what we do and how we continue to serve our community in the best way possible.

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Toby McDaniel: Your Friendly Tax-man

McDaniel Tax & Administrative Services has been providing personal and business accounting services to their clients for six years including: tax preparation and planning, notarizing, bookkeeping, legal document assistance, financial statements, contract compliance, and payroll.

Walking through the bright blue door facing Adams Ave., one is welcomed with a homey environment and warm smiles from Toby McDaniel and his business partner Anita Adiboye. At McDaniel Tax & Administrative Services, they add a personal touch to the industry which makes them unique and adds to their success. Their business model is to not think of each client as a number or a dollar sign, but as a person who is looking for advice and help in strengthening their financial situations. Along with Christmas cards to over 500 of their most prominent clients, Toby provides honest guidance to both private individuals and businesses in his services of tax preparation and planning, notarizing, bookkeeping, legal document assistance, financial statements, contract compliance, and payroll.

Before starting his own business, Toby McDaniel worked for a large tax company and found the speedy impersonal assistance he was forced to give his clients disheartening. As a result, Toby became an entrepreneur and began his business in 2003, working from his home. As his business grew, the need to relocate became imperative. Through a loan from ACCION San Diego in summer 2008, he was able to open and beautifully furnish his own location in Normal Heights. This new location has become a "home away from home" states Anita with a grin.

Toby has been very excited seeing returning clients who are continually satisfied with his assistance. Watching the improvements in his clients' finances gives him joy and fuels his passion to provide his services. With his expanding portfolio by client referrals, he has been able to hire 3 employees and hopes to continue a steady growth. His goal is to expand services to provide financial guidance to all his clients year-round.

To clients of ACCION, Toby and Anita have a few tips:

- Follow your instinct.
- If you have a passion, take a leap and do it for yourself.
- Be sure to have people around you that you trust and depend on, who also support you and your business.



Special Offer to ACCION Clients:
\$50 off services in Taxes and no set up fees for Payroll services to all ACCION clients. Guaranteed to beat all other businesses' prices.

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