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Professional Experience


**Eric Landro**

# Facebook Campaign

## ERC

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Was your business partially or fully shut down during the pandemic? Did your revenue drop because of it? You may be eligible for the Employee Retention Tax Credit (ERC)! Don't leave money on the table! Contact us today for a free evaluation and to see if you qualify!




FB.ME  
**Get Free Evaluation Now!** [Learn more](#)

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## Newlyweds

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Are you unsure about filing your taxes correctly? You're far from alone. Tax filing is complicated, but at Reid, our tax experts are here to make sure you get the most out of your refund! Contact us today!




FB.ME  
**File Taxes Confidently!** [Learn more](#)

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## Small Business

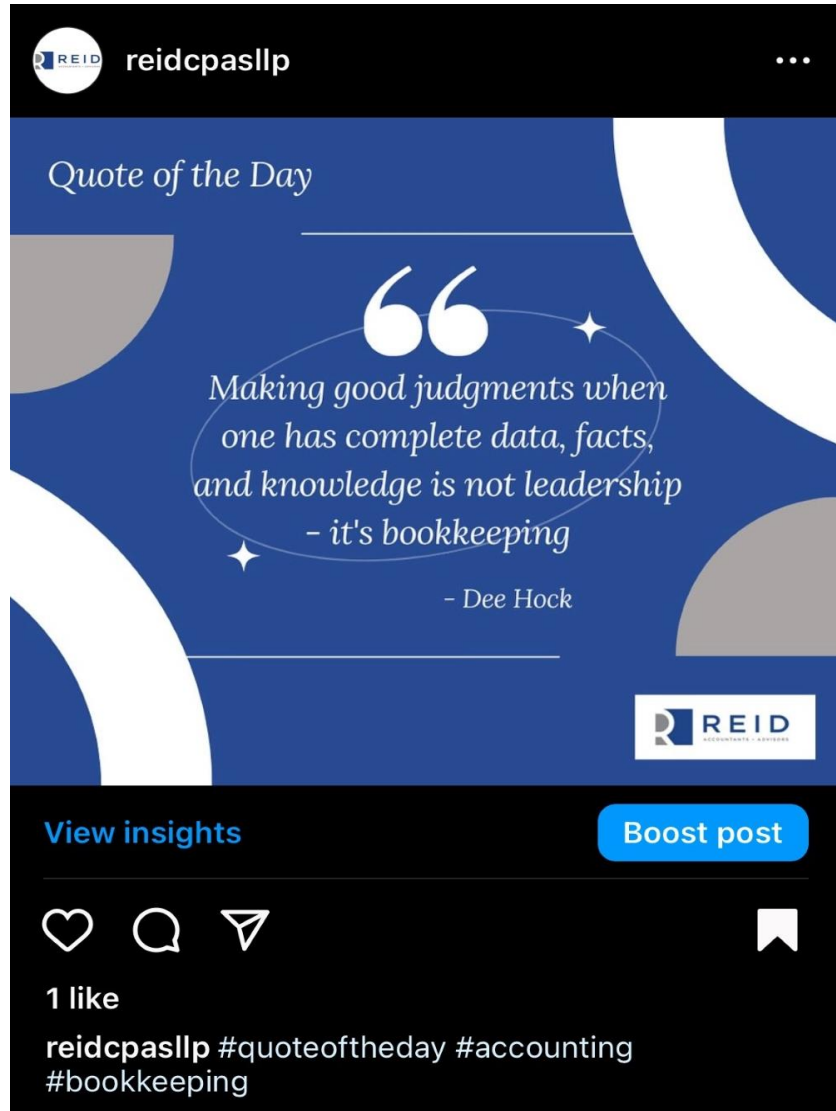
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Are you a new business owner and unsure about filing your taxes correctly? At Reid CPAs, LLP our tax experts are here to take care of that for you, so you can worry about your business! Contact us today to get started!



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**File Taxes Confidently!** [Learn more](#)

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# Instagram

## *Quote of the Day*

- **Instagram**
  - Younger Demo
  - Less **Business**, More **Personal**
  - Relatability
  - Visually Engaging – Company Colors
- **Image: Created with Canva**

**Reid CPAs LLP**  
606 followers  
2w • 🌐

Our Team Member Spotlight this month is Michael Korn, CPAI Partner at Reid, Michael has over 30 years of public accounting experience. For more information on Michael, visit our website below! [...see more](#)



## TEAM MEMBER SPOTLIGHT



**Technical Expertise:**

- Accounting Services
- Tax Services
- Consulting

**Professional Affiliations:**

- American Institute of Certified Public Accountants (AICPA)
- New York State Society of Certified Public Accountants (NYSSCPA)

**Michael Korn**  
Partner

✉ [mkorn@reidllp.com](mailto:mkorn@reidllp.com)  
☎ 516-802-0100, Ext 505

[reidllp.com](http://reidllp.com)

👤 Melissa Boneta and 11 others 1 repost

👤 Like Comment Repost Send

# Monthly Team Member Spotlight

- **Partner Promotion**
  - Highlighting a Partner Every Month
  - Started with Newer Partners to Promote
- **Created Interest & Engagement**
- **Illustrates Growth, Personal Connection with Audience, and Brand Identity**
- **Image: Created with Canva**

March is [#WomensHistoryMonth2023](#), a time to acknowledge and celebrate all the amazing accomplishments and contributions women make on a daily basis. We celebrate in March, but we appreciate all year round.



1:12 PM · Mar 1, 2023 · 13 Views



# Holiday Posts

- Illustrates Company Values
- Relevance
- Images: Created with Canva



# Merger Announcements

- Illustrates Company Growth
- Pinned Announcements Atop Social Media Pages
- Images: Created in Canva

REID CPAs LLP  
Published by Eric Landro · January 31 ·

Weber Moses & Co. of New York has officially merged with REID CPAs LLP!  
#mergersandacquisitions

REIDLLP.COM  
**Weber Moses & Co. Has Merged with Reid CPAs, LLP - Reid CPAs**  
Reid CPAs, LLP and Weber Moses & Co. of New York announced a merger effective January 1, 2023. The merger with Weber Moses & Co. further increases Reid CPAs, LLP's continued growth and strength in the accountin...

See insights and ads [Boost post](#)

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REID CPAs LLP  
Published by Eric Landro · January 27 ·

Michael C. Allen & Co., Cpa's PLLC has merged with REID CPAs LLP

REIDLLP.COM  
**Michael C. Allen & Co. Has Merged with Reid CPAs, LLP - Reid CPAs**  
Reid CPAs, LLP and Michael C. Allen & Co. of Lake Success, New York announced a definitive merger effective January 1, 2023.

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Friday, January 27, 2023

## Michael C. Allen & Co. Has Merged with Reid CPAs, LLP

### Press Release:

Woodbury, New York (January 3, 2023) – Reid CPAs, LLP and Michael C. Allen & Co. of Lake Success, New York announced a definitive merger effective January 1, 2023.

The merger with Michael C. Allen & Co. further increases Reid CPAs, LLP's continued growth and strength in the accounting industry. The firm's 4 partners and dedicated staff will join Reid CPAs, LLP in their Woodbury, New York office.

"Michael C. Allen & Co. has been a well-established, successful firm for many years," said Jason Saladino, managing partner of Reid CPAs, LLP. "They've demonstrated impeccable loyalty and dedication to their clients, earning them an exceptional reputation in this industry. We are very excited to welcome them to Reid."

Since founding their accounting firm in 1989, Michael C. Allen & Co. have been providing clients in the New York tri-state area with exceptional accounting, tax, financial planning, and business consulting services. They are regularly peer-reviewed by the New York State Society of CPAs, assuring quality and professional service to all their clients.

Michael C. Allen, senior and managing partner of Michael C. Allen & Co. said, "Michael C. Allen & Co. is in the *people* business. We provide opportunity for our people and serve the needs of our clients by providing a service of great value. I see this in Reid CPAs, LLP. I see it in Jason, and we are all very excited to be here."

### About Reid CPAs, LLP

Reid CPAs, LLP, is an independent, full-service certified public accounting firm specializing in accounting and consulting services for businesses and individuals. They also offer services in tax, audit and assurance, family office, and business management. They have offices in Long Island, New York City, and Boca Raton, FL. Meticulous service, founded on an in-depth understanding of your comprehensive financial demands and concerns, is their mission. They are currently ranked #15 on *Long Island Business News' Top Accounting Firm* list.

*\*I wrote, edited, and curated press release for company website, newsletter & social media accounts*



### Reminder: Don't Forget to Check if You're Eligible for the Employee Retention Tax Credit (ERC)!

The Employee Retention Tax Credit (ERC) is a great and often overlooked tax credit. Don't miss your chance to get a potentially substantial tax credit for those who qualify. We've been able to get our clients back over \$20 million. It's not too late but don't delay before this opportunity passes you by.

Here's some more information on the Employee Retention Tax Credit.

The **Employee Retention Credit** (ERC) was established during the COVID-19 crisis in 2020 to help alleviate the stress and pressure of business owners by offering eligible employers a refundable tax credit. This was to incentivize small businesses to keep employees on their payroll during the pandemic.

The credit they offer is a refundable employment tax credit up to \$5,000 per employee for 2020, and up to \$7,000 per employee for the 1st, 2nd, and 3rd quarter in 2021. Employers could receive a tax refund check up to \$26,000 per employee if credit was maximized for both 2020 and 2021. Businesses can claim the ERC now, but it will begin to expire on April 15, 2024.

You may be eligible for **2020 ERC** if:

- o Your business was partially or totally shutdown as a result of a COVID-19 federal, state, or local government order OR
- o our business revenue dropped by 50% or more in any quarter of 2020 compared to the same quarter in 2019.

You may be eligible for the **2021 ERC** if:

- o Your business was partially or totally shutdown during any of the first three calendar quarters as a result of a COVID-19 federal, state, or local government order OR
- o Your business revenue dropped by 20% or more in any of the first three calendar quarters of 2021 compared to the same quarter in 2019.

Navigating through all the details to see if you qualify can be overwhelming, but we're here to help. If you have not yet determined your eligibility for the ERC credit yet, please email me or give me a call at:

P: 516.802.0100, Ext. 450  
E: [karen@reidcpas.com](mailto:karen@reidcpas.com)

Sincerely,

Karen Rose  
Director of Client Services  
Reid CPAs, LLP



# Newsletter Examples

- **HubSpot Specialist**
  - Ran Strategic Email Campaigns
    - *Internal & External*
  - Lead Acquisition & Communication
  - Excel Data-Mining & Organization
- **Incentive-Based Newsletters**
  - Tax Credit Eligibility
- **Engagement**
  - Client Reaches Out to Us
- **Industry Trends & Knowledge**
  - Shows Our Clients We Know What's Going On



### Can you claim the R&D Tax Credit?



Many businesses haven't investigated if they qualify for this powerful Federal and State tax credit.

The (R&D) Research & Development tax credit is an incentive to stimulate innovation, technical design and job growth. It provides companies with significant incentives and retroactive potential cash refunds for qualifying prior years, for developing new products, processes, technologies or inventions, which can be used as reimbursement for qualified research activities and expenses completed within the United States.

This means that American businesses can receive governmental support to be at the forefront of cutting-edge technology and innovation! These R&D tax credits can be retroactive over the last 3 open tax years and captured every year going forward.

Here are examples of industries that typically can claim this credit:

- Aerospace
- Agriculture
- Architect, Engineering and Construction
- Automotive
- Food Processing
- Life Sciences
- Machining
- Pharmaceutical
- Plastics
- Security
- Software Development
- Technology and Internet Commerce
- ....and many more

If you think you may qualify, please contact our Director of Client Services Karen Rose today to learn more!

Contact Karen

