



CASE STUDY

“Bennett Financials strategic tax planning has not only **eliminated our substantial tax liabilities**, but also resulted in **refunds**.”

Michael Supina | CEO of Motiv Marketing

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Company Name
Motive Marketing

Industry
Marketing & Advertising

THE CHALLENGE

Motiv Marketing is a dynamic marketing and advertising agency that specializes in creating impactful campaigns and strategies to drive brand growth and customer engagement. Led by Michael Supina, the company is known for its innovative approach and commitment to delivering exceptional results for its clients.

Before approaching Bennett Financials, Motive Marketing faced substantial tax liabilities that posed significant financial challenges:

- In 2022, the company had a **federal tax liability of \$352,730.**
- In 2023, the federal tax liability **increased to \$402,195.**

The company needed expert assistance to mitigate these tax burdens and improve its overall financial health.

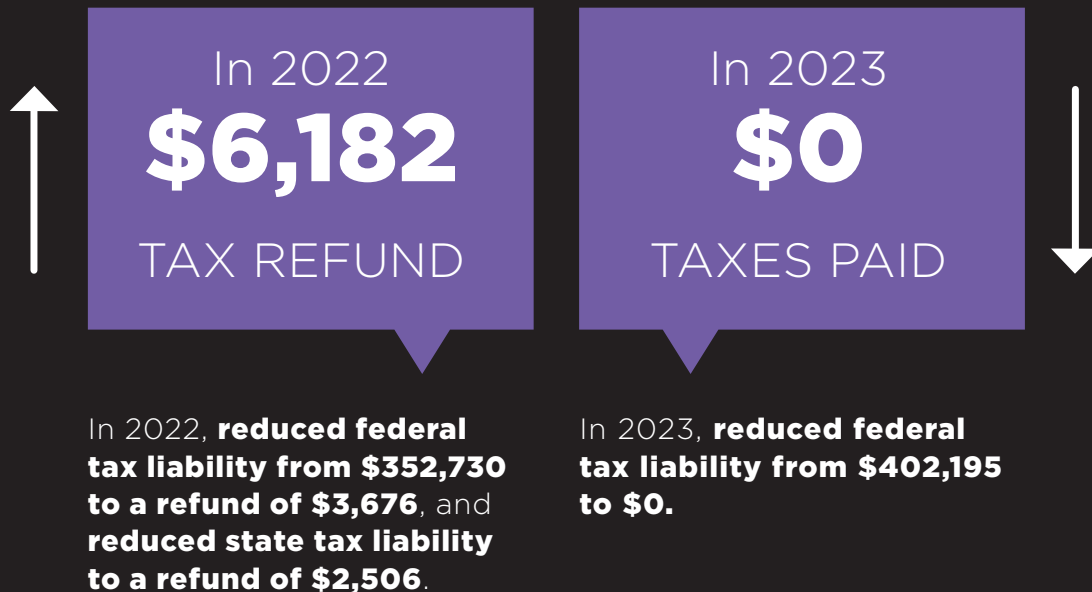
THE SOLUTION

Michael Supina turned to Bennett Financials for their expertise in tax planning and financial management. Bennett Financials provided a comprehensive solution that included the following:

- Conducting a thorough review of Motiv Marketing's financials and tax filings.
- Implementing strategic tax planning techniques to optimize tax savings.
- Providing ongoing advisory services to ensure continuous tax optimization.

For implementation, Bennett Financials conducted an in-depth analysis to identify opportunities for tax savings. They developed and executed a tailored tax planning strategy to address the substantial tax liabilities, and provided continuous support and guidance to ensure the successful implementation of the tax strategy.

The collaboration between Motiv Marketing and Bennett Financials yielded significant reductions in tax liabilities, which resulted in substantial financial savings and improved cash flow for Motiv Marketing:



CONCLUSION

Motiv Marketing's partnership with Bennett Financials highlights the critical impact of strategic tax planning and financial management.

By addressing and optimizing its tax liabilities, Motiv Marketing was able to achieve significant financial savings and improve its overall financial health, allowing the company to focus on its core mission of driving brand growth and customer engagement.

“Bennett Financials has been **instrumental** in **transforming** our **financial situation.**“

– CEO Michael Supina