

Nationally-respected Accountant's Special Business Package® is now available locally.

Hartford, Connecticut, October 22, 2005 - Laurie L. O'Neil from Innovative Financial Services, LLC, a Hartford Connecticut bookkeeping / accounting firm announced today they have secured exclusive local rights to offer the "Accountant's Special Business Package®", a unique accounting/business consultation service designed to help small and medium-sized business entrepreneurs. The package uniquely bundles services for businesses focusing on building profits, savings taxes, plus guidance on planning for future revenue growth. The Accountant's Special Business package® is currently offered in 24 states.

"It is obvious to every business owner that today's economic environment is difficult," says Laurie O'Neil, owner of Innovative Financial Services, LLC. "What is not obvious is how to navigate through these difficult times. The "Accountant's Special Business Package®" stretches a business owner's investment in accounting services by giving him or her better information and guidance to make smarter decisions thus helping to reduce the anxiety and stress of being in business."

The Accountant's Special Business Package®" provides three major benefits to Connecticut business owners:

Helping businesses to increase profits through pro-active bookkeeping, business consultation and smart tax planning

Help to build competitive companies using accurate documentation of the past to more closely manage the day-to-day business issues the Connecticut business owner faces;

Help businesses reach their goals today, ensure a healthy stable tomorrow and help Connecticut Businesses thrive.

Accountants, trained and licensed to administer the "Accountant's Special Business Package®", observe what a client's business is doing and provide business owners in their small to medium sized businesses with appropriate guidance toward making key day-to-day decisions. They help clients to identify developing trends in order to effectively plan for the future, including taking legal advantage of federal tax laws through strategic tax planning, specifically working hand and hand with their CPA firms. With the best, most complete financial information available to them about their business, entrepreneurs can confidently improve their company's earning potential – and their own peace of mind.

"We believe that most CPA/EA firms do a fine job of preparing taxes for their clients," says Ms. O'Neil. "However, many firms fail to get the client bookkeeping information in before the end of the year for a pro-active tax approach."

"Firms like ours believe business owners have the right to ask for something more than data," Ms. O'Neil continues. "They deserve on-going, timely information provided to them by an accountant with the well-rounded ability to advise them on what the numbers mean for the continued success of their business."

Laurie O'Neil started her accounting, bookkeeping, payroll and software training practice on January 2001 in Hartford, CT. For the past 5 years she has helped business owners become structurally organized, informed on accounting technology and simplified their bookkeeping worries, to help insure they become more profitable. Ms. O'Neil is a member of AMN, Accountants Marketing Network, Inc., ASWA, American Society of Women Accountants, AIPB, American Institute of Professional Bookkeepers and various local Connecticut networking events.

"For entrepreneurs partnering with a bookkeeping/accounting firm implementing the "Accountant's Special Business Package®", it's like having a part-time CFO working for them," says Ms. O'Neil. "Owners who take advantage of our free, no obligation 30 minute consultation discover the program is affordable and proves to be a valuable investment."

Businesses seeking additional information on the Exclusive "ASBP" should contact Heather Carpenter at (860) 241-9474x300