



Department of the Treasury
Internal Revenue Service
Washington, DC 20224

October, 1998

Dear Tax Professional:

I am happy to report that IRS *e-file* is an increasing success. During this past filing season, the number of returns filed electronically increased by 28 percent, thanks largely to the efforts of professionals like you.

Now, one in every five taxpayers has their 1040 electronically filed—that's a total of nearly 25 million returns. The dramatic gains have happened because more and more taxpayers are learning about these remarkable benefits of e-file:

- Faster refunds—in half the usual time.
- Quick electronic confirmation of acceptance from the IRS.
- The opportunity to “file now... pay later.” Taxpayers who owe a balance can e-file in January, receive confirmation of acceptance, then delay actual payment until April 15th.
- This year, for the first time, your clients can even choose to make their payments electronically, on the date they designate.

We're sending you this free Marketing Tool Kit to help you get the word out to your current clients and prospective clients. E-file is a marketing tool that lets you offer better service and build client loyalty—keeping clients coming back year after year.

You'll see changes and improvements in the Kit, based on your feedback from last year. Check it out carefully—find the elements that work for your practice—and use them to build your business. If you need more of the materials, use the enclosed order form to receive them free.

It's our goal to add another five million IRS *e-file* returns during the coming season. We need your continuing support. We're hopeful more of your clients will choose to use IRS *e-file*. In addition to this Marketing Tool Kit, we will promote e-file nationally through various promotional and advertising efforts and work to build usage by providing taxpayers—and you—with more and better e-file services.

At the IRS, we're “working to put service first.”

Sincerely,

A handwritten signature in cursive script that reads "Robert E. Barr".

Robert E. Barr
Assistant Commissioner, Electronic Tax Administration