



HOSPITALITY & RETAIL

# Minimize Your Tax Burden

**The Hospitality Industry can be unpredictable – rely on Cherry Bekaert to be your constant guide.**

Given today's challenging business climate, we offer services tailored to help with your financial, compliance and strategic operational business needs. The Hospitality & Retail Group at Cherry Bekaert can help secure the insights you need to take advantage of opportunities and achieve the growth and stability you're seeking – whether your focus is on hotels, franchises, food and beverage, entertainment venues, private clubs, music, resorts, retail stores, wholesale retail or a combination of these sectors.

Our Hospitality and Retail experts are equipped to address issues specific to the hospitality, franchise and retail industry sectors, such as federal, state, and local government tax incentives, tax credits, and other deductions that reduce your tax liability. We have in-depth knowledge of accounting methods, as well as sales and use tax.

Cherry Bekaert's Hospitality & Retail Group provides innovative ways to minimize your tax burden and optimize your compliance efforts so you have more time and money to invest in your business. To help keep your operations lean and efficient, our hospitality accounting professionals can also provide extensive planning and consulting services. Hospitality businesses often qualify for hiring incentives. Our experts will guide you through the process to ensure you receive your full tax benefit.

Through our advisory solutions, we will put strategies in place to help your business run at its optimal efficiency. We can also help make the most of your customer data through predictive analytics and protecting that data with proper cybersecurity measures.

Having served some of the nation's largest chains and most reputable brands, our professionals deliver the innovative business solutions our clients need to stay ahead of new developments. Your Cherry Bekaert engagement team will draw on a depth of their industry experience — from family-owned operations, regional and national franchises, to large publicly-held corporations, each engagement is tailored to fit our client's objectives.

## COMPREHENSIVE SERVICES

Cherry Bekaert has the proprietary knowledge to design and deliver highly tailored solutions that help our clients meet their financial, operational and strategic goals and objectives. Our full range of services offered to our clients, includes:

### Assurance & Accounting Services

- ▶ **Audit & Attest**
  - Agreed Upon Procedures
  - Reports on Internal Control
  - Attestation
  - Standards Implementation Assistance
  - Process & Procedure Review
  - Financial Statement Compilation
- ▶ **Accounting**
  - Outsourced Accounting
  - Accounting System Consulting, Design And Implementation
  - Budgets & Financial Statements
  - Cash Flow Projections
  - Depreciation & Amortization Schedules
- ▶ **Employee Benefit Plan Audit**
  - Full & Limited Scope Audits
  - Preparation & Filing of 5500s
  - ERISA Compliance
  - Plan Operation and Funding Reviews
  - Transaction and Eligibility
- ▶ **SSAE 18 Services**
- ▶ **IFRS Reporting**

### Advisory

- ▶ **Entrepreneurial Services**
- ▶ **Fraud & Forensics**
- ▶ **Risk Advisory**
  - Enterprise Risk Management Services
  - Entity-wide Risk Management
  - Information Technology Audit & Advisory Services
  - Internal Audit – Financial and Operational Audit Services
  - Fraud & Forensics
  - SOX-Internal Control Services
- ▶ **Affordable Care Consulting**
  - Captive Insurance
  - Group Health & Welfare
  - Compensation Programs
  - Executive Coaching
  - Human Resources Planning
  - Retirement Plan Services
  - Cyber Liability Coverage
- ▶ **Transaction Advisory Services**
  - Deal Advisory
  - Transaction Tax Services
  - Valuation Services
  - IT Due Diligence
  - Compensation & Benefits Consulting
- ▶ **Digital Advisory**
  - Process Optimization
  - Analytics & Insights
  - Cyber Risk
  - Client Accounting Services

### Tax Services

- ▶ **Corporate Tax Solutions**
  - Federal Tax
  - Tax Provision (ASC 740)
  - Tax Outsourcing
  - Tax Technology
- ▶ **International Tax**
  - Captive Insurance
  - Export Incentives (IC-DISC)
  - Global Mobility Services
  - Global Tax Strategies
  - International Compliance & Consulting
  - Transfer Pricing
- ▶ **Specialty Tax Services**
  - State & Local Tax
  - Reverse Sales Tax Audits
  - Federal Credits & Accounting Methods
    - ▶ Energy Credits
    - ▶ R&D Credits
    - ▶ Tangible Property Regulations & Fixed Asset Review
  - Compensation & Benefits
  - Cost Segregation Studies
  - Credits & Incentives
  - Estate & Trusts

### Your Guide Forward



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### About Cherry Bekaert

“Cherry Bekaert” is the brand name under which Cherry Bekaert LLP and Cherry Bekaert Advisory LLC, independently owned entities, provide professional services in an alternative practice structure in accordance with applicable professional standards. Cherry Bekaert LLP is a licensed CPA firm that provides attest services, and Cherry Bekaert Advisory LLC and its subsidiary entities provide tax and advisory services. For more details, visit [cbh.com/disclosure](https://www.cbh.com/disclosure).

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 **Cherry Bekaert**  
*Your Guide Forward*