

Dear Tax Professional,

We want to personally thank you for joining the IRS *e-file* and e-pay Programs! IRS *e-file* and e-pay are expanding and improving every year, enabling you to better serve your clients. This past tax season there were 80 million individual and nearly 8 million business tax returns filed electronically. Since EFTPS started in 1996, there have been over 679 million electronic payments made totaling over 16 trillion dollars!

Enclosed is your FREE IRS *e-file* and e-pay Marketing Tool Kit for the 2008 filing season. It is designed to provide you with tools and advertising aids to help you tap into the growing e-file and e-pay market to increase your e-file and e-pay business and keep your individual and business clients coming back year after year.

Find out the latest changes about e-file and e-pay by utilizing the enclosed publication list to obtain available 2008 Marketing Tool Kit items for FREE. If you need additional information regarding the Marketing Tool Kit or the IRS *e-file* and e-pay Programs, please visit www.irs.gov/efile. Working as partners, we can continue to increase your business and provide your clients with an environmentally friendly alternative and the highest quality tax filing and paying experience possible!



e-file

www.irs.gov/efile



**Great Ways
to Attract and
Keep Clients**

**Look inside and order
your additional FREE
marketing tools!**

For Authorized IRS *e-file* Providers only



Ready-to-use e-file Materials for Your Office

Get any of these marketing tools—they're FREE! Here's how:

Refer to the Publications List, right, then call 1-800-829-3676 to order these ready-to-use items.

These items are in English on one side and Spanish on the other.

These items are available in Spanish, but only as pdf files at www.irs.gov/efile. Download what you need.



Posters

- Refunds**
Publication 1860
- Payments**
Publication 3139

Display both posters on your walls and windows—one for people getting a refund and one for those with a balance due.

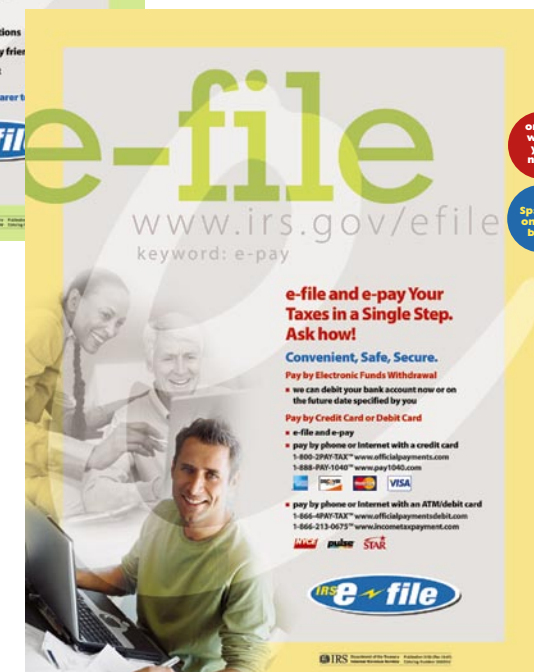
Size: 17x22"



Questions and Answers for Taxpayers

Publication 3007

Send this helpful brochure to new prospects as well as clients. Place it in your lobby for clients to read. It describes IRS e-file and lists the benefits of using IRS e-file.



Electronic Payment Options Brochure

Publication 3611

Provide this brochure to clients making payments or who may need to make payments. Various types of taxes can be paid by electronic funds withdrawal or credit card. ALL types of taxes can be paid by enrolling in the Electronic Federal Tax Payment System (EFTPS). The brochure answers many questions.



Refund Cycle Chart

Publication 2043

Use this handy chart to estimate when your clients will be sent their tax refund or when it will be direct deposited in their bank account.

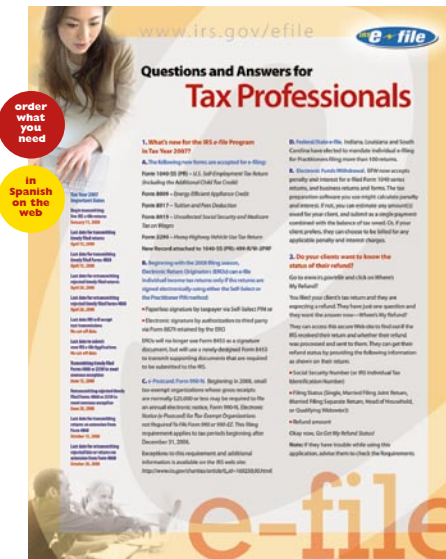
The chart shows the date taxpayers are sent a tax refund or the date of their direct deposit based on the date their returns were electronically transmitted and accepted by the IRS.



IRS e-file Stickers

Publication 3010

Attach these handy peel and stick labels to all client correspondence, including each return you prepare, to identify that it was filed using IRS e-file.



Questions and Answers for Tax Professionals

Publication 3452

Find out the latest about IRS e-file and get answers to commonly asked questions by IRS e-file Providers.



QuickAlerts Messaging System Brochure

Publication 4003

QuickAlerts is a FREE online messaging system that disseminates mass e-file messages within seconds, to all "subscribed" Authorized IRS e-file Providers. Get the details in this brochure.

Window/Door Decal

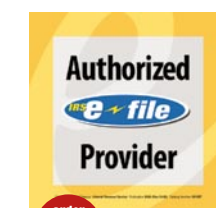
Publication 3008

Put this eye-catching decal on your window or door. Let prospective clients know that you're authorized to e-file their tax returns electronically to the IRS.

Easel-Backed Desk Sign

Publication 3009

Identify yourself as an Authorized IRS e-file Provider to your clients.



Call 1-800-829-3676 for additional FREE IRS e-file Marketing Tools!

Orders can be placed by telephone only.

Refer to this handy list of Marketing Tool Kit titles and publication numbers when placing your order.

Item	Catalog Number	Title (description)
Pub. 1860	21696M	IRS e-file poster—refunds (17 x 22)
Pub. 3139	26220U	IRS e-file poster—payments (17 x 22)
Pub. 3007	25127I	Question and answer brochure for taxpayers
Pub. 3611	29862K	Electronic payment options brochure for taxpayers
Pub. 2043	24452M	IRS e-file Refund Cycle Chart
Pub. 3010	25130F	IRS e-file stickers (52 stickers/sheet—specify number of sheets)
Pub. 3452	28381C	Questions and answers sheet for tax professionals
Pub. 4003	34091D	QuickAlerts Brochure
Pub. 3008	25128T	IRS e-file provider window/door decal
Pub. 3009	25129E	IRS e-file provider easel-backed desk sign

All of these tools are also available in English as downloadable pdfs at www.irs.gov/efile, and some are available in Spanish as well.

Also available—**EFTPS Materials**



EFTPS Tool Kit

Publication 4320

This kit contains everything you need to know about EFTPS, including the poster and door decal shown. Recommend EFTPS to your clients, or enroll them on their behalf to assist you in growing your business. Order your FREE materials at www.fms.treas.gov/eftps/marketing.html or call 1-888-725-7879 to place an order.

New Batch Provider Software Available

The new Batch Provider Software is available for download at <https://www.eftps.gov/eftps/ext/hds.html>. It is easy to install and comes complete with a User's Manual and Quick Start Guide.

The new Batch Provider allows tax professionals to make up to 1,000 enrollments and 5,000 payments in one transaction for both business and individual clients, with payments made from their bank accounts or a Master Account that you maintain. You can easily maintain control over your clients' federal tax payments so you know exactly what has been paid and when.

In addition, you receive an immediate acknowledgement of each payment; you can schedule payments in advance to avoid missing deadlines, and access clients' payment history in real-time.

If you have any questions concerning installation, please call EFTPS Batch Provider Customer Service at 1-800-945-0966, Monday – Friday, 8:30 a.m. – 8:00 p.m. ET.

