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Hello,

Still playing catch-up from the holiday? You will want to read our tips below for planning your route adjustments for holiday service.



Also in this issue we provide you a link to a report that compares the major provisions of each Presidential Candidates' tax plans. Of greatest concern to you should be the pending changes to capital gains tax rates.

As always, we welcome your comments and questions. Feel free to call or email us any time.

Wishing you all much success,

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President
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CAPITAL GAINS TAX UPDATE

Last month, the Urban Institute Brookings Institution Tax Policy Center published a detailed analysis and comparison of the tax policies of Senators McCain and Obama. It represents a very impressive study of each candidates tax policies we are likely to see before the election. The link below will take you directly to this report.



As a business owner, you should be most concerned with Senator Obama's intention to raise the capital gains tax rate from 15% to 25% (a 60% increase). This increase will **significantly impact the after-tax proceeds** to a business owner when they complete the sale of their business.

As an example, a business sold today for \$5 million would face an additional \$500,000 levy in capital gains tax under Senator Obama's plan.

With capital gains tax rates at a historic low, many financial services companies are suggesting that now may be an optimal time to sell a privately held business.

At a minimum, I suggest you examine page 6 of the report, which compares the major provisions of both candidates' tax plans side by side.

[Tax Policy Center Preliminary Analysis](#)

THE CHALLENGES OF HOLIDAY WEEKS

Servicing your customers during holiday weeks is probably the biggest challenge in this business. Why? Because you are expected to complete five full days of work in four days. Add to the mix early office closings, and you lose another half-day. Push work off, and you lose revenue. Push off too much work - you lose customers.



Here are some tips to help you better plan your route adjustments for holiday weeks without impacting your revenue:

1. One month in advance, print your service tickets for all customers scheduled to be serviced during the holiday week.
2. Isolate the customers that fall on the holiday, and the day prior. Consider your options for rescheduling, keeping in mind it is to your benefit to pull them forward. Can you service them earlier that week? How about the same day, one week prior?
3. Call all customers you plan to reschedule. Are they closing early? Notify them of their holiday service date, and remind them that they will revert to their regular service schedule after the holiday.
4. Communicate with your drivers and staff of all route adjustments, early office closings, etc.
5. Monitor holiday routes closely.
6. Keep a file for next year.

Nothing is more frustrating (and costly) than sending routes to customer locations that are closed. Unless of course you are a customer, who can't leave the office for a three day weekend until the shredder arrives...

One final note - increase your selling activities immediately following a holiday week. This is a great time to pick off disgruntled customers from your competitors that missed stops during the

holiday week due to poor planning!!!



Shotgun Capital Advisors, LLC provides merger and acquisition advisory services to businesses in the business and security services industry sectors.

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