**Founder of IOOGO, Josh Alballero, Shares His Thoughts On The Future of Accounting and Taxes**

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Born and raised in Houston, Texas, Josh Alballero was always interested in the tax policy and how it’s implemented and the effects on small businesses. But he first got involved with accounting when he realized he needed to get better with numbers.

After helping young startups and small businesses for 20 years, Josh formed IOOGO, a technology-based business that makes financial tasks like tax preparation and accounting simple so that you can have more time for the more important things in life.

In 2017, Josh created the custom, revolutionary software that allows users to enter their tax information and file a return in 15 minutes or less. In his first year, the IRS-approved software helped over 12,000 users e-file their tax returns.

Although we seem to be moving closer and closer to a technology-driven world, Josh says, “Technology is an incredible tool, but at IOOGO, we understand it can never fully take the place of the human touch. And no matter what the future of taxes and accounting looks like, we guarantee simple, meaningful solutions.”

To fully learn how to reduce and save on your taxes, you’ll need to sit down with a tax expert. Technology isn’t going to help you with that. “Entrepreneurs, small businesses, and startups are notorious for doing things alone. Even though you may think you’re saving yourself money by trying it for yourself, you’re most likely going to be spending more in the long run. If you lack tax knowledge, then there’s a good chance you’re paying too much on your taxes,” says Josh, “It’s always in your best interest to consult a tax professional. And they’ll help you based on your personal financial needs.”

It’s a good idea to consult a tax professional because the tax laws are constantly changing. “In 2020 alone, there were unique COVID-19 assistance programs like the Paycheck Protection Program (PPP) that thousands of small businesses did not take advantage ~~of~~ because of either lack of knowledge or understanding. Small businesses could access $40-50K in loans, but because so many decided not to apply, or weren’t aware of it, the funding went to large businesses instead,” explains Josh, “Don’t be that startup or small business who misses out on incredible incentives or tax benefits because you assume you won’t qualify or want to do things on your own!”

Hiring an accountant professional can help you take your business to the next level, in much less time. To learn more about hiring an accounting expert to support your start-up’s financial needs, visit www.ioogo.com.