

Block Advisors Launches Year-Round Tax Prep Service

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New Brand From H&R Block Provides New Tax Preparation Experience Nationwide Year-Round Tax Planning, Tax Advisor Relationship and Small Business Focuses for Innovative New Service

KANSAS CITY, MO -- (Marketwired) -- 01/21/16 -- H&R Block (NYSE: HRB), the world's largest consumer tax preparation company and the company that invented the tax preparation category, is launching a new brand, [Block Advisors](#). More than 280 Block Advisors offices nationwide are now open for their first tax season, partnering with individuals and small businesses to eliminate the annual stress tax season brings.

"This is a significant new brand direction for us," said Bill Cobb, H&R Block's president and chief executive officer. "We've done extensive research. Many of our clients have told us they want an ongoing relationship with their tax advisor, a dedicated tax expert to help them plan the tax aspect of their lives all year long. Block Advisors meets that need and more."

Block Advisors redefines tax prep experience

"We know consumers have different needs and that taxes are not a one-day-a-year event for many of our clients," said Kathy Collins, H&R Block's chief marketing officer. "Block Advisors delivers specialized, personalized tax planning and preparation. The tax advisors staffing Block Advisors offices are available year-round to answer questions and meet with clients when they need it."

Block Advisors' tax advisors average 15 years of tax preparation experience. Many of the tax advisors are Certified Public Accountants, Enrolled Agents or have received H&R Block's highest level of certification.

"Tax advisors with Block Advisors remove the uncertainty of taxes," Collins said. "Clients may encounter a major life change, or launch a new business and realize it's all new to them. That's the great thing about our tax advisors; they've seen it all before. We've got taxes covered, so clients can concentrate on what matters most to them."

Block Advisors serves its clients with the backing and security of [The Tax Institute at H&R Block](#). For these clients, taxes are part of a larger financial plan, something to be considered year-round.

In addition to providing expanded individual and small business tax services, Block Advisors offices also feature new amenities and a modernized floor plan that includes private offices for advisors to meet with their clients.

Block Advisors also focuses on small business services

Launched just two years ago, Block Small Business Services is also a focus for Block Advisors. There are [approximately 28 million small businesses](#) in the United States and that means there are as many unique tax situations. Block Advisors provides small business owners a one-stop shop for all their accounting, bookkeeping and tax needs.

While local Block Advisors experts serve as the personal tax advisor for their small business clients, they can also rely on the virtual assistance of bookkeepers, payroll specialists and more serving small businesses nationwide from a centralized location.

Clients can learn more about Block Advisors and set an appointment with a local tax advisor at www.blockadvisors.com.

About H&R Block

H&R Block, Inc. (NYSE: HRB) is the world's largest consumer tax services provider. More than 680 million tax returns have been prepared worldwide by and through H&R Block since 1955. In fiscal 2015, H&R Block had annual revenues of nearly \$3.1 billion with 24.2 million tax returns prepared worldwide. Tax return preparation services are provided by professional tax preparers in approximately 12,000 company-owned and franchise retail tax offices worldwide, and

through H&R Block tax software products. H&R Block also offers adjacent Tax Plus products and services. For more information, visit the H&R Block Newsroom at <http://newsroom.hrblock.com/>.

For Further Information

Gene King

816-854-4287

mediadesk@hrblock.com

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