

Ed Santos Celebrates 50 years in Business in South Florida

Building Business One Client at a Time

His first office was a '55 Chrysler!



It's a Family Affair...Ed Santos Managing Partner of Santos Associates kicks off the New Year by celebrating 50 years in business. Pictured above with Ed are three of his associates... his daughters! Left to Right: Susan Santos-Stevens, Patti Santos-Golis and Edna Santos-Modlics. Not pictured is his eldest daughter Beth Santos-Hurst who relocated to Helen, Georgia and Ed's wife Patricia Santos.

Pembroke Pines, FL... January, 2015.... In 2011 Ed Santos Associates celebrated fifty years in the Tax and Financial Planning business. Over fifty years ago industrious and single young Santos attended the University of Miami during the day, where he studied Accounting. In the evenings after school and on weekends Santos prepared tax returns part time at client's homes. His office? The trunk of his '55 Chrysler New Yorker!

After graduating from University of Miami, Santos worked in the Accounting Departments of several large companies honing his skills. "All the while Ed continued, working after hours toward his goal of opening his own office," said his wife, of 47 years, Patricia Santos. "Ed continued his schooling, worked evenings and weekends preparing tax returns. It was a busy time, but Ed was determined." Pat and Ed have four adult daughters Beth, Patti, Susan and Edna and 10 grandchildren.

In 1963 Santos married Pat and then opened his first office on Pembroke Road in 1965. Santos Associates became incorporated in 1973. Santos earned his Enrolled Agent* a federal tax designation and license in 1979 and the Certified Financial Planner professional designation from The College of Financial Planning in 1984. "In the business community the name Ed Santos is synonymous with sound ethics, family values and strong faith," said long time friends and clients Vicki and Bob Minnaugh. "Doing business with Ed is like becoming a member of his family, in fact better than your own family!" laughed the Minnaugh's. After all these years, Ed's advice to clients is the same, "Honor your goals, monitor your cash flow and keep consistent." mentions Ed.

"We are very proud of our father's lifetime accomplishments," said second daughter Patti Santos-Golis who has worked with her father for twenty years as an Accredited Tax Preparer. "Dad has clients who have been with him since I was a kid. We do returns for several generations of families. He is successful in this business because he is smart and sincere," continued Santos-Golis. "He impresses to all his associates that to be successful we must provide the highest level of customer service and knowledge of the latest tax law." Santos is known for his unwavering adherence to tax law, and finding the best ways to work within the tax law to benefit the client.

"It is incredible to think that my dad began doing tax returns when he was 19 years old," said daughter number four Edna Santos-Modlics. "When he first started, he made up flyers and cold called for new clients. Then he would meet clients in their homes. Today we have drop-off, email, fax service available and even a pick-up service for our elder clients," said daughter number three Susan Santos-Stevens. Both Edna and Susan have been in the family business for nine years.

Santos knows the importance of staying ahead of trends. "In the early 1980's we were among the first accountants in South Broward to computerize our tax practice, offer clients e-filing, and begin a paperless work environment," said Ed Santos.

Through the years Ed Santos has received numerous awards and recognitions, but the one he is proudest of is the Primum Regnum Dei award that both Ed and Patricia received from the Archdiocese of Miami for their apostolic works devoted to the community.

Santos is a founding parishioner of Saint Mark, the Evangelist, Catholic Church where he is on the Parish Council, and the board of directors for The Men of Saint Mark. He also teaches religious education in St. Mark's CCD program. Ed and Pat are co-directors of the Saint Mark Outreach program and head fundraising campaigns, which assist people in need. He is also a lifetime member of the Knights of Columbus. Santos serves as the treasurer of the Hampton Professional Center in Pembroke Pines, which houses Santos Associates. "I always hoped one day my daughters would join me in the business, with God's help they have," concluded Santos.

"A person cannot last, and certainly not grow a business for 50 years if they don't produce a good product. Dad works hard, takes nothing for granted and he thanks God every step of the way," concluded Beth Santos-Hurst.

After fifty years Ed's advice to clients remains the same, "Honor your goals, monitor your cash flow and keep consistent."

**The National Association of Enrolled Agents (NAEA) is the professional society that represents enrolled agents (EAs), tax practitioners licensed by the U.S. Department of the Treasury to represent taxpayers before all administrative levels of the Internal Revenue Service (IRS) on issues including collection, audits and appeals.*

EAs are the only tax professionals tested by IRS on their knowledge of tax law and regulations and, because they are federally licensed, the only tax professionals that may represent clients in any part of the country. They provide tax preparation, representation, tax planning and other financial services to millions of individual and business taxpayers. EAs adhere to a code of ethics and professional conduct and are required by the IRS to complete annual continuing professional education. Like attorneys and certified public accountants (CPAs), EAs are governed by Treasury Circular 230 in their practice before the IRS.

###