

# Business Connection

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## Business Spotlight

### It's not what you make, it's what you keep

*Van Sloten & Laranang CPAs  
will help you maximize your deductions.*

**V**an Sloten & Laranang CPAs, PC, is a full-service, tax preparation, CPA firm focusing on small business and personal IRS taxation. They also provide review and auditing services to non-profit organizations, in particular to homeowners associations where they serve nearly 200 on an annual basis. We have two offices in the Bay Area; Pleasanton and Fremont, and one in Southern California. Their primary services include accounting, taxation, and business consulting.

"We started in Fremont in September of 1988," said Troy Van Sloten. "We've just completed our 30th year in business. Our Pleasanton office opened in November of 1994 and Southern California was added in June of 2006," he continued.

Van Sloten said they also offer

a host of specialty services to cater to the unique needs of their California clients. The partners and staff accountants serve a wide range of individuals, corporations, partnerships, and non-profit organizations and are experts in the accounting issues and tax laws that impact their clients.

"My favorite part about the business is how different each project is and the diversity of the types of individuals and businesses we work with," said Van Sloten. "I also actually enjoy dramatic changes in the tax law we work with, such as what has taken place this past year with new legislation. It will be a very interesting tax season when we'll actually see the impact on our clients and plan accordingly for future years. As it turns out, running a comparison for each client during the 2017 filing



The team at Van Sloten & Laranang CPAs just completed their 30th year in business.

season resulted in about 85% of our clients doing better with the new rules," said Van Sloten.

Van Sloten worked for a large regional CPA firm, which he says created many learning opportunities, but he knew he wanted to venture

out on his own at some point. That time came when he was introduced to a retiring CPA in Fremont who wanted a suitable transition for their clients. Over time, many individuals and businesses moved to the Tri-Valley area and it made

sense to set up a permanent office in Pleasanton to serve the needs of that growing client base.

For questions about your own personal or business taxes contact Troy Van Sloten CPA, MT at 925-484-5801.



**VAN SLOTEN & LARANANG**  
Certified Public Accountants, P.C.