



CASE STUDY · ANTHONY KIRK ENTERPRISES

# FROM TAX SEASON **DREAD** TO YEAR-ROUND CONFIDENCE.

How **Kirk Chinavare** stopped overpaying and started strategizing with a team that treats the tax code like a playbook, not a black box.

---

CLIENT

**Kirk Chinavare**  
Founder

COMPANY

**Anthony Kirk  
Enterprises**

INDUSTRY

**Analytics  
Consulting**

ENGAGEMENT

**Active · Ongoing**  
Metro Detroit, MI

AT A GLANCE

**A FOUR-YEAR-OLD CONSULTING FIRM. A YEAR-ROUND TAX PROBLEM.**

Kirk Chinavare built Anthony Kirk Enterprises from the ground up, serving everyone from small teams to Fortune 100s. The business side was working. The tax side was bleeding cash and stealing sleep. Here’s what changed when he traded preparers for strategists.

CLIENT SNAPSHOT

|             |   |
|-------------|---|
| FOUNDER     | Kirk Chinavare  |
| COMPANY     | Anthony Kirk Enterprises  |
| INDUSTRY    | Analytics Consulting  |
| LOCATION    | Metro Detroit, Michigan   |
| IN BUSINESS | 4 Years   |
| BEFORE MTF  | Year-round tax anxiety, exorbitant bills, closed-book accountants |

**8+**

**STRATEGIES FOUND & IMPLEMENTED**

Legal, audit-ready moves identified within the first engagement cycle.

**40%**

**TAX SAVINGS UNLOCKED**

Compared to what Kirk was paying under his previous accountant.

**0**

**SLEEPLESS NIGHTS**

Year-round strategy replaced the scramble, the dread, and the guessing.

THE PROBLEM IN ONE LINE

**PREPARATION RECORDS THE PAST. STRATEGY SHAPES THE FUTURE. KIRK WAS STUCK ON THE WRONG SIDE OF THAT LINE.**

THE SHIFT IN ONE LINE

**FROM HANDING OVER DOCUMENTS — TO A PARTNERSHIP THAT PROBLEM-SOLVES EVERY QUARTER.**

## THE CHALLENGE

# 01 A BUSINESS OWNER STUCK IN REACTIVE MODE.

---

The shift from W-2 earner to business owner changed everything about how taxes worked. Estimated payments. Compliance requirements. Filing deadlines. A completely different paradigm — and nobody was helping Kirk navigate it strategically.

“Tax season was something that was just always a nuisance to me. And it really was not even just a season anymore. It felt like the season was year-round.”

## HE HAD ACCOUNTANTS. THEY FILED

returns. But that is where the relationship ended — closed-book, minimal explanation, no reasoning behind the decisions being made on his behalf.

The result was predictable. Kirk was not just frustrated by the process. He was losing sleep over it. Were payments going out on time? To the right place? Was the day-to-day compliance actually right?

Kirk knew something was off. He'd heard stories about business owners who ran their companies strategically from a tax perspective. He was not there — and his advisors were not showing him the path.

That is the gap between tax preparation and tax strategy. Preparation records the past. Strategy shapes the future. Kirk was stuck on the wrong side of that line.

## IN KIRK'S WORDS

“They were very closed book with us. They did not spend much time explaining what was going on, why we were doing particular things, and what would happen if we did not.”

KIRK CHINAVARE · FOUNDER, ANTHONY KIRK ENTERPRISES

## THE SOLUTION

## 02 COACHES, NOT JUST ACCOUNTANTS.

---

When Kirk connected with Make Taxes Fair, the first thing that changed was the conversation itself. Instead of a closed-book approach where decisions happened behind the curtain, Kirk found a team that took the time to explain the process, the reasoning, and the options. Not just *what* was being done, but **why it mattered**.

“*Having that clarity was huge for us. It eased our minds a lot. It has been a huge relief off our shoulders, knowing not only that things are being taken care of, but how.*”

## WHAT ACTUALLY SHIFTED

### A TRANSACTION BECAME A PARTNERSHIP.

Most business owners know their accountant is doing *something* at tax time. Very few understand what, why, or what alternatives exist. Kirk had spent years in that position. Working with Make Taxes Fair ended it.

He also discovered something that changed his entire perspective on the tax code: the strategies that reduced his obligation were not tricks or gray areas. They were built directly into the code itself.

**LEGAL. ETHICAL. AUDIT-READY.**

Available to every business owner who has someone willing to show them where to look.

## KIRK ON THE PARTNERSHIP

“It is a partnership, it truly is. We work together on problem-solving, coming up with different ideas. It is very much so a partnership, not just one-sided.”

“Coming on to work with you all definitely shed light on that — and helped us realize that there are ways, all above board, all just following the tax code, which I think is purposely written to be confusing.”

## KIRK CHINAVARE · FOUNDER

## THE RESULTS

# 03 THE OPPOSITE OF BUYER'S REMORSE.

Ask Kirk what changed, and the numbers matter. But the feeling matters more. Here's what four shifts look like from the inside of the business.

- 
- |           |                                   |   |   |
|-----------|-----------------------------------|---|---|
| <b>01</b> | DREAD →<br><b>CONFIDENCE</b>      | → | Tax season no longer keeps Kirk up at night. He has coaches in his corner who explain every move, every option, and every reason behind the strategy.             |
| <hr/>     |                                   |   |   |
| <b>02</b> | CONFUSION →<br><b>CLARITY</b>     | → | The closed-book approach is gone. Kirk understands his tax position, his options, and his next steps — no more guessing whether payments went to the right place. |
| <hr/>     |                                   |   |   |
| <b>03</b> | REACTIVE →<br><b>PROACTIVE</b>    | → | Instead of scrambling at year-end, Kirk & the team work together throughout the year to identify opportunities and implement strategy before deadlines close.     |
| <hr/>     |                                   |   |   |
| <b>04</b> | ISOLATION →<br><b>PARTNERSHIP</b> | → | Kirk is not handed a bill and told to sign. He contributes ideas. The team brings solutions. Every conversation moves the business forward.                       |
- 

## WHY KIRK SAYS IT WAS A NO-BRAINER

### KNOWLEDGE. AND A GUARANTEE.

Kirk points to two things when asked what he'd tell another owner on the fence. First, the depth of knowledge on the team. Second, the performance-based guarantee — the team stands behind the work.

## ON THE GUARANTEE

“You all pretty much offer a guarantee that if you do not do what you say you are going to do, you give whatever monies back that were paid. It is very much performance-based. To me, it almost made it a no-brainer.”

**KIRK CHINAVARE · FOUNDER**

THIS IS NOT FOR EVERYONE

# READY TO FIND OUT WHAT YOU'RE MISSING?

Make Taxes Fair works best with business owners paying **\$50,000+ in annual taxes** who suspect there is a smarter way to approach the problem. Owners who want real strategy — not shortcuts. The difference between overpaying and keeping more of what you earn is usually not a secret. It's a strategy nobody showed you yet.

## YOU'RE A FIT IF

- ✓ You're paying \$50k+ in annual taxes
- ✓ You want strategy, not shortcuts
- ✓ You value transparency & partnership
- ✓ You want legal, audit-ready implementation

## NOT A FIT IF

- ✗ You want aggressive loopholes or tricks
- ✗ You want a preparer who disappears until April
- ✗ You're looking for shortcuts over substance
- ✗ You don't want an ongoing relationship

## START A STRATEGY CONVERSATION

### VISIT

[maketaxesfair.com](http://maketaxesfair.com)

### FIRST STEP

No pressure. No obligation.  
Just clarity.

### THE PROMISE

Friends don't let friends  
overpay the government.