

## Claim Your Hidden Revenue

As services and now online transactions increase their role in the economy, cities and counties face a taxing challenge. Many ordinances only allow for sales and use taxes on tangible personal property, so local governments must find other ways to offset a traditionally secure but potentially declining revenue source.

Avenu provides the answer with its sales and use tax solution. Our best practices around data management, tax investigation techniques and increased compliance help local governments add to their general fund, make accurate revenue forecasts, and plan for an achievable future.

### The Avenu Process

With \$366 billion collected in sales and use taxes across the U.S., there's bound to be errors.

Avenu's approach is to detect and correct those errors that may occur when taxes are underreported or misallocated to other jurisdictions.

We review records and registrations to find patterns and anomalies, and identify trends based on business categories.



**“Through our relationship with Avenu, we have added more than \$130 million to our general fund from recovered sales tax revenue.”**

**-Dat Vu, Administrative Officer, City of San Jose Finance Department**

## How Avenu Increases Sales Tax Revenue in Today's Economy

- Discover patterns in economic data
- Identify opportunities in tax records and business registrations
- Apply technology to forecast economic and business changes
- Increase compliance with a self-funding program

## **Risk-free Revenue**

In many states, Avenu performs self-funded compliance reviews that generate new revenue because we know the always-changing tax laws and regulations. That's a big advantage for city and county professionals responsible for collection of multiple tax types, and it

ensures that governments have a thorough and fair process for ongoing compliance. With Avenu as an extension of the revenue operation, jurisdictions and taxpayers avoid compounding problems with unpaid sales and use taxes.

## **Results and Reporting**

Avenu provides greater understanding of your revenues and community with details such as economic categories and changes in major businesses in the jurisdiction.

Our interactive charts, queries and geographic information capabilities organize data visually and enable accurate budget forecasting based on actual taxable activity.

## **The Avenu Difference**

Avenu provides local governments with ways to achieve more predictable revenue that supports growth, fuels modernization and ensures compliance with mandated but underfunded programs. Avenu's revenue enhancement and administrative solutions find and recover taxes, license and permit fees that cities and counties struggle to collect.

The insights and improved fiscal posture enables governments to deliver expected services and sustain a high quality of life for residents. To learn more visit [www.avenuinsights.com](http://www.avenuinsights.com).

