COMPANY OVERVIEW:

Laraina Bell Durant has worked in the tax preparation industry for many years and has acquired knowledge, experience and insight into the behavior and conduct of big name tax companies. After working in underserved and overcharged communities, Laraina saw a need to increase the level of service that she felt was lacking in these communities. With this goal in mind, Laraina created Durant Tax Services in partnership with her husband, Anthony Durant.

PRESENTING CHALLENGE:

First and foremost, Laraina needed a space for her growing business and sought out an incubator facility at an affordable price. Additionally, she faced a number of arising challenges and was in need of guidance. One challenge in particular was gaining a better understanding of her value to customers, after receiving several requests for services outside of personal tax returns.

SOLUTION & RESULTS:

After an extensive search, Laraina landed on the BDC, where she found a low-cost office space, mentoring service and environment of like-minded entrepreneurs. By mentoring with BDC, Laraina determined how to place a value on her time and appropriately charge clients. She found the BDC mentor to be open and honest, making her feel comfortable asking questions and picking their brain. Laraina discovered another benefit of being a part of this incubator facility is the ability to trade business advice with other tenants on a