



## RESTAURANT, RETAIL & ENTERTAINMENT

Restaurants, retail, and entertainment companies, including franchisors and franchisees, count on Whitley Penn for dependable and responsive audit, tax, and advisory services. Our professionals understand this industry and bring hands-on experience addressing the everyday challenges our clients face. Many mid-market businesses have outgrown their existing audit and tax service providers, while others need a more proactive advisory approach. At Whitley Penn, our partners maintain high engagement throughout the audit and tax process, providing consistent guidance and support. We tailor our service approach to meet the demands of a fast-paced and highly competitive industry.

### From the Ground Up

Whitley Penn has the people and experience to support your growth from start-up to expansion, whether that involves operating a few local units or scaling to multi-state or international markets. We currently advise more than 35 publicly held clients operating around the globe with complex audit and filing requirements. We also serve mid-market and emerging growth companies throughout Texas and the United States. We understand the high-pressure demands that restaurant, retail, and entertainment companies face, and we prioritize responsiveness and direct communication. Our team is readily accessible by phone or in person when questions arise.



### Audit Services

Our auditors are well-versed in U.S. and Canadian Generally Accepted Accounting Principles (GAAP) as well as International Financial Reporting Standards (IFRS), and we guide our clients through the intricacies of each framework. As franchising becomes increasingly global, our IFRS experience is especially valuable — we advise several Latin American-based businesses and franchisors with operations in the U.S. We also provide transaction due diligence for proposed acquisition, disposition, or franchise opportunities.

# Your Future is Our Focus



## Tax Services

Taxes are a crucial consideration for any business. From federal and state income taxes to sales and use, employment, and property taxes, Whitley Penn guides restaurant and entertainment companies through the labyrinth of regulations to help analyze and reduce the impact of taxes on their businesses. We help our clients identify and pursue available tax benefits under constantly changing tax laws, and assist them in structuring or restructuring to reduce tax exposure relating to nexus, apportionment, unitary reporting, and local sales and transfer taxes.



## Advisory Services

Restaurant, retail, & entertainment businesses operate in fast-paced, high-pressure environments where timely and strategic decisions matter. Our advisory services are designed to support operators as they navigate opportunities to enhance profitability and plan for long-term success. With deep industry experience, we provide management teams with practical guidance across succession planning for family-owned businesses, real estate asset management, and qualified plan design—serving as proactive advisors focused on stability and value.

Learn more:



## Contact an Advisor to Get Started



**Curtis Maxfield, CPA**

Tax Partner

Curtis.Maxfield@whitleypenn.com



**Steven Moore, CPA**

Audit Partner

Steven.Moore@whitleypenn.com

