TAX SEASON 2025



H&R Block Product Guide

Thank you for your interest in H&R Block! We hope you find this guide to H&R Block's industry-leading tax preparation services, capabilities and offerings beneficial as you help tax filers with what they need to know for tax season 2025.

Our products are continually improving. To ensure you have the latest information or to speak with one of our experts, please contact our agency partners or the H&R Block media desk at mediadesk@hrblock.com

For media assets, click <u>here</u>, or for a downloadable Tax Season 2025 media kit, click here.

For helpful tips and information, visit <u>hrblock.com</u> and follow us on <u>TikTok</u>, Instagram, and Facebook.

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Why It's Better With H&R Block

For most Americans, filing taxes is the most significant financial moment of the year. H&R Block makes filing less taxing by offering more ways to file than any other brand, providing expert support needed to get the maximum refund without charging more, and upfront transparent pricing that beats many other brands. At H&R Block, we pride ourselves in offering more value to our clients by including more capabilities and support without the additional costs, upselling or hidden fees.

70 years of helping hardworking Americans

As the pioneer of the tax preparation category 70 years ago, H&R Block (NYSE: HRB) is trusted by more than 20 million hardworking Americans each year to ensure the best possible outcome at tax time with less stress by combining the latest technology that enables individuals to file how and when they want with the support of unmatched human expertise backed by the unparalleled expertise of The Tax Institute.

- 950 million+ Tax returns worldwide
- 20 million+ filed with Block in 2024
- 5 million+ switched to Block in 2024

Unmatched tax expertise

Comprised of tax attorneys, CPAs, and enrolled agents, **The Tax Institute** constantly monitors and analyzes federal and state tax code changes to equip our tax professionals and DIY products to address each taxpayer's unique situation, whether from life changes or changing tax laws.

Our vast network of H&R Block tax professionals and depth of experience eclipses anything available to tax filers, making us uniquely qualified to help our clients get back or keep every dollar they've earned. The answer to uncertainty is experience and expertise, and H&R Block has the expertise to find tax credits and deductions that reduce liability and maximize refunds.

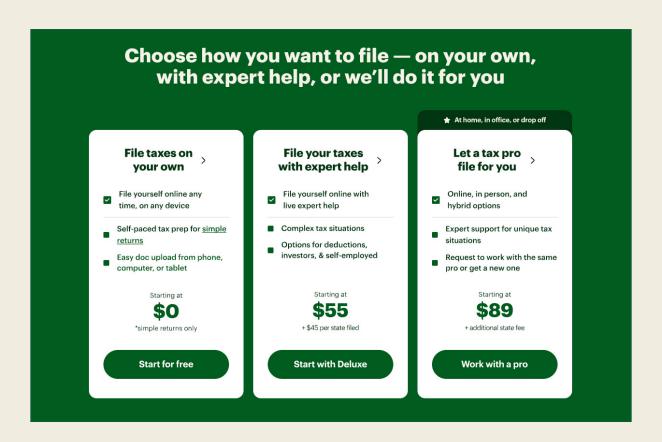
- 60,000 tax professionals in the U.S., with an average of 10 years' experience
- 9,000 offices locations in every state and within 5 miles of most Americans

More Ways to File Than Any Other Brand

H&R Block strives to make filing as easy and convenient as possible by offering more ways to file than any other brand and providing expert support along the way tailored to each unique tax situation to ensure the best possible tax outcome.

- Assisted: File in as little as one hour with the option to drop off or meet virtually or in-person with one of the more than 60,000 company tax professionals at one of our 9,000 offices—locations in every state and within 5 miles of most Americans.
- DIY Online: File on your own with H&R Block's DIY online but not alone. AI Tax Assist and Live Tax Pro Support included at no additional cost in paid tiers.
- DIY Software: Download our award-winning desktop software trusted by millions of Americans for over 20 years.

For tax filers who aren't sure which is best for them, H&R Block provides a **Help Me Choose** feature that will recommend the best tax prep option based on an individual's situation and preferences simply by answering a few questions.



Do Your Own Taxes on Any Device

For those who prefer to prepare their own taxes, H&R Block provides several options for DIYers, including free federal filing for simple returns. Approximately 55% of U.S. tax filers qualify to file for free with H&R Block—more than most tax prep company¹.

- **Free**² Ideal for simple tax situations like filing a 1040 form without complex deductions or investments. It includes more than 40 <u>forms</u> and covers unemployment income, earned income credits, and education credits, including student loan interest (1098E) or tuition payment (1098-T) at no extra charge.
- **Deluxe** Suitable for itemized deductions and slightly more complex tax situations, such as homeowners and those with child and dependent care expenses.
- Premium Designed for complex tax situations, including cryptocurrency, stock sales, and rental property income. It provides guidance for additional tax forms and schedules, such as D and E.
- Self-Employed Tailored for self-employed individuals, gig workers, freelancers, and independent contractors. It supports tracking and deducting business expenses and calculating self-employment taxes.

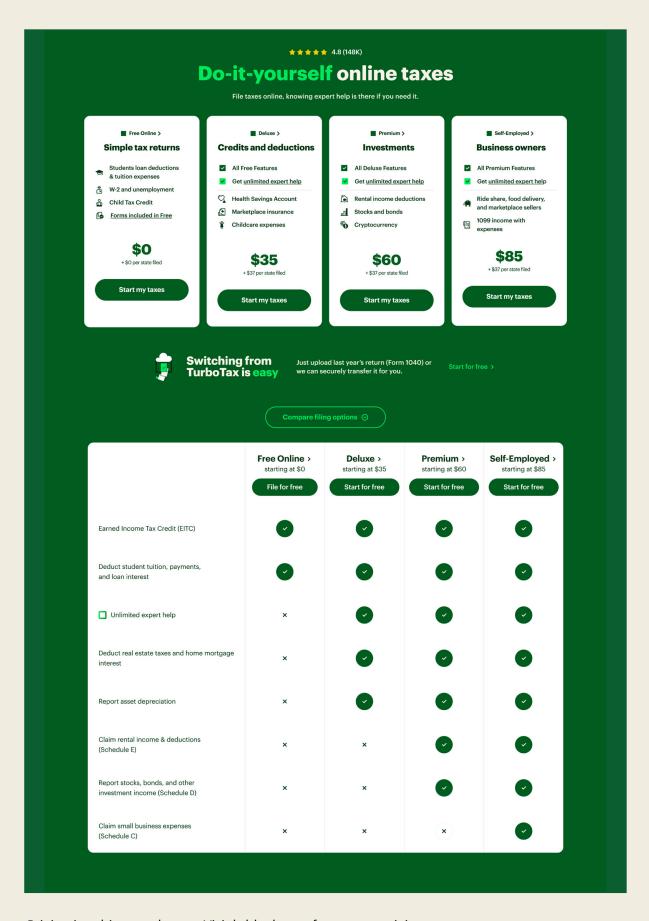
Not sure which option is right for you? Get started for free and we'll guide you to the right choice based on your needs.

Getting started is easier than ever with a newly streamlined experience, a dynamic product selector, and upfront, transparent pricing before beginning.

- Dynamic Product Selector Clients tell us about what happened in their lives last year to get a price on tax prep before they enter any data.
- Upfront Transparent Pricing No hidden fees or surprises. No kidding. We have simple, competitive, transparent pricing to ensure you know exactly how much you will pay at the start of the tax filing process.
- Less Work H&R Block has streamlined the filing process from start to finish, reducing steps and simplifying data imports, to make DIY filing easy.

¹ Placeholder for disclosure to come in next 24 hours.

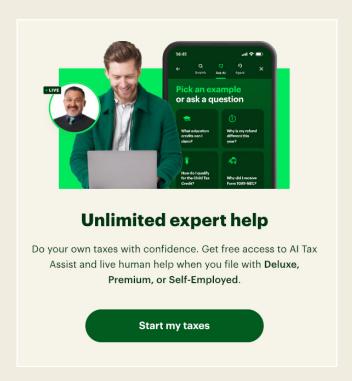
² Approximately 55% of filers qualify. Simple tax situations only Form 1040 and no schedules except Earned Income Tax Credit, Child Tax Credit, Student Loan Interest, and Retirement Plan Distributions. Find eligibility requirements at HRBlock.com/free.



Pricing is subject to change. Visit hrblock.com for current pricing.

File On Your Own with Expert Help

Our belief is that individuals who want to file on their own, should not have to do it alone and they shouldn't have to pay more to get help from an expert. That is why H&R Block provides without any additional fee, AI Tax Assist and Live Tax Pro Support with H&R Block DIY Online Deluxe, Premium or Self-Employed editions.



AI Tax Assist

H&R Block AI Tax Assist provides unlimited tax help 24/7 to empower clients to confidently complete their returns from start to finish. DIY clients can ask questions specific to their tax situation, such as how a particular regulation or tax law applies to them and get instant answers without leaving the product flow as they actively work on their tax return.

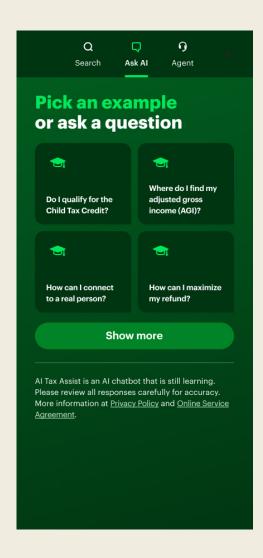
Powered by Microsoft's Azure OpenAI, AI Tax Assist combines the expertise of The Tax Institute and 70 years of trusted tax expertise with the power and efficiency of artificial intelligence to provide real-time, reliable tax filing assistance backed by 100% accuracy and maximum refund guarantees³.

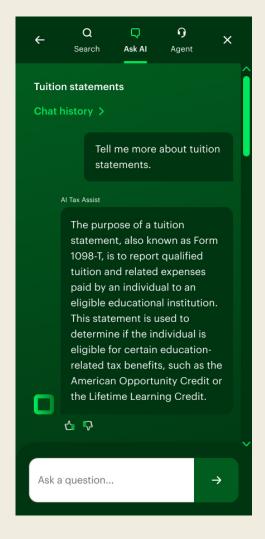
³ Limitations apply. Visit hrblock.com/guarantees for more information.

How it works

A team of H&R Block CPAs, tax attorneys and Enrolled Agents in The Tax Institute translate complex state and federal tax rules and program the technology with this information to enable AI Tax Assist to generate contextual and conversational answers when asked a question about a variety of questions, such as:

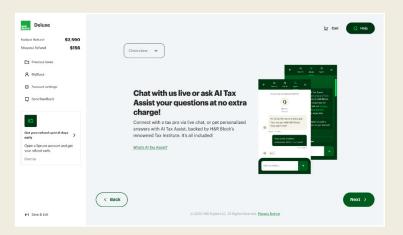
- Information on tax forms, deductions, and credits to maximize potential refunds and minimize tax liability.
- Demystify complex tax terms, give guidance on specific tax rules and provide general information about the U.S. and individual state tax systems.
- General tax knowledge and recently changed laws and tax policies. It can offer multiple scenarios to check for refund changes year-over-year.
- Audit support and questions about specific IRS letters to aid in responding.
- Product support to walk clients through using H&R Block DIY products.



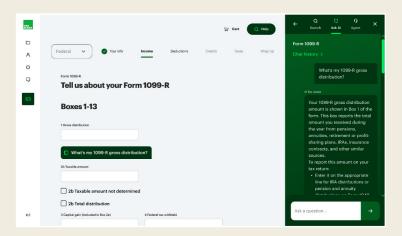


Key features

■ Convenient panel: The easy-to-find AI Tax Assist panel is available in the Help Center. Once the AI Tax Assist panel is opened, it will stay open on the right side of the screen until closed, allowing clients to ask questions and get help anytime, without leaving the program, as they actively work on their tax return.



■ **Easy Q&A interface:** The simple question and answer interface allows clients to ask unlimited questions, view the answer, and ask follow-up questions. Clients can also revisit previous conversation threads, ensuring continuity and a personalized experience.



■ **Feedback mechanism:** Clients can provide thumbs up or thumbs down feedback on responses, refining the tool's performance to meet their needs.



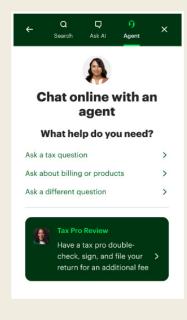
Live Tax Pro Support

While others charge an extra fee for human assistance and reassurance, H&R Block provides unlimited expert help at no charge with DIY Online Deluxe, Premium and Self-employed options.

	H&R BLOCK	Intuit turbotax	FreeTaxUSA	⊕ TaxSlayer°
Expert Help Availability	All paid products	TurboTax Live Assisted	Pro Support	TaxSlayer Premium
Expert Help Cost	Included in all paid products	\$49 basic \$89 deluxe \$169 premium	\$39.99	\$42.95
Conversational GenAl	Yes	Yes	No	No
Human Help	Yes	Yes	Yes	Yes

Based on publicly available info as of 12/10

Connect with a tax professional for help as you complete your online filing. Tax pros are available 8 a.m. to 9 p.m. CST Monday through Friday — and seven days a week during tax season — by choosing the icon at the bottom of the Help Center.

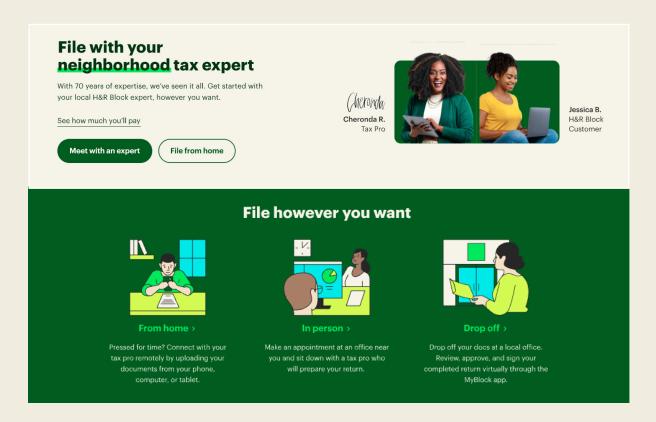




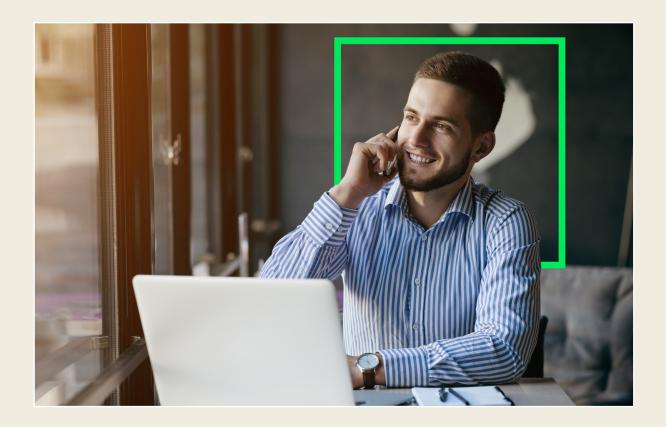
Have A Pro Prepare Your Taxes

File with your neighborhood tax expert

H&R Block has a vast network of tax pros including 60,000 tax professionals in the U.S. and 70,000 globally, with an average of 10 years' experience. The tax pros are available to meet with you in-person or virtually, ensuring each customer gets the same level of service and expertise regardless of how they choose to file. We offer many secure, convenient ways to work with our tax pros.

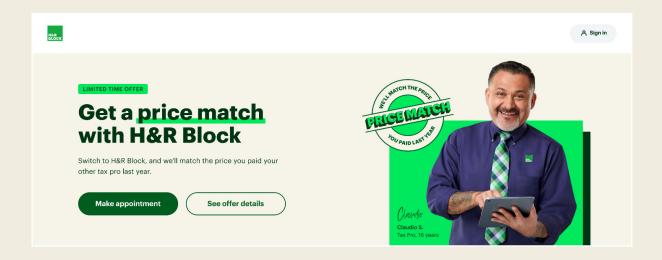


- In-office: File at one of our 9,000 U.S. offices locations in every state and within 5 miles of most Americans.
- **From home:** Work with a tax pro from the comfort of your home. Connect with your tax pro virtually via secure messaging, screen sharing, or video chat.
- Drop off: Drop your tax documents off at your local H&R Block, and your pro will handle the rest. You can also schedule a quick chat at drop-off if you have questions.



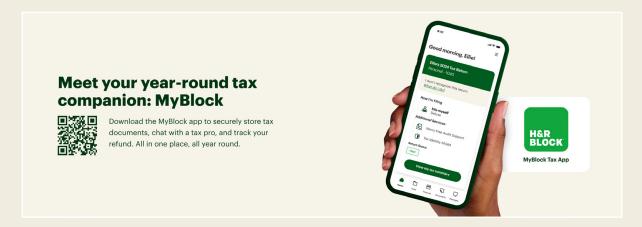
Keep the Price, Upgrade the Service

New clients who switch to H&R Block by Feb. 15, 2025, can take advantage of a new limited-time **Price Match** offer, which matches the price individuals paid to their previous tax preparer, up to 50% off H&R Block's price to prepare a personal income tax return for 2024. See <u>HRBlock.com/PriceMatch</u> for full terms and conditions.

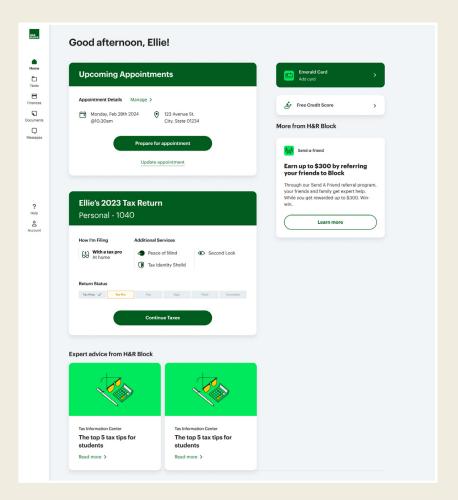


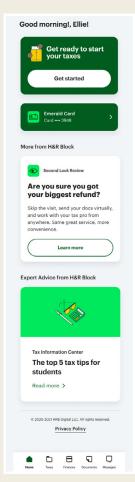
Free resources to make filing convenient and efficient

In addition to convenience, we provide free tools and resources on <u>hrblock.com</u> to ensure clients can file efficiently.

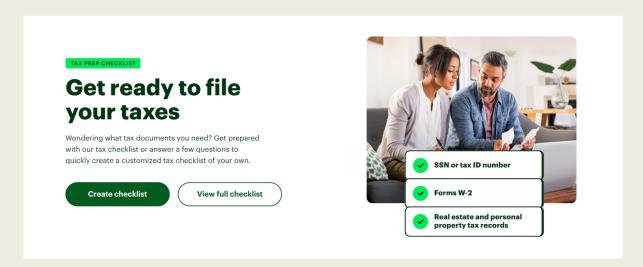


The **MyBlock app** is one of the many safe, efficient and convenient ways to work with our tax pros. This year-round tax companion provides an easy way to store tax documents securely, jump start a return, chat with a tax pro, book and manage appointments, track a refund, and manage finances, all from a mobile phone or desktop.

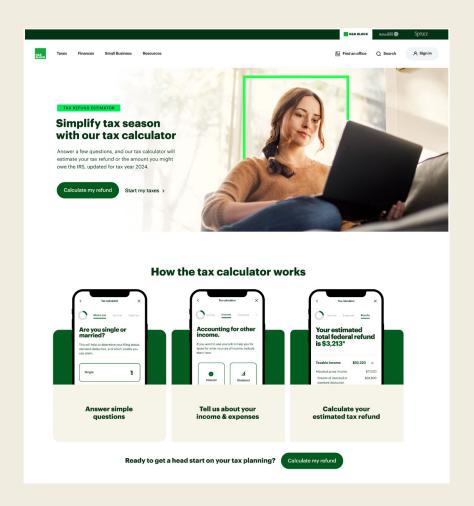




■ **Tax Prep Checklist** — Answer a few questions to create a customized <u>tax</u> <u>prep checklist</u> based on your tax situation.



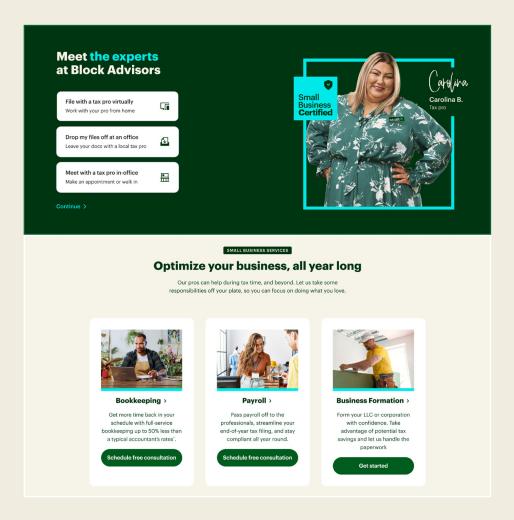
■ **Tax Refund Estimator** — Answer a few questions, and our <u>tax calculator</u> will estimate your tax refund or the amount you might owe the IRS, updated for tax year 2024.



Helping Small Businesses and the Self-Employed

H&R Block provides full-service small business support — including tax preparation — and DIY tax preparation for the self-employed backed by the human care and expertise for which we are known.

Work with a Block Advisors small business certified tax pro. Block Advisors is the one-stop shop for small businesses to get help with year-round tax preparation and business services, including business formation, bookkeeping, payroll, and beneficial ownership reporting.



File on your own with DIY Online Self-Employed: Tailored for self-employed individuals, gig workers, freelancers, and independent contractors. It supports tracking and deducting business expenses, calculating self-employment taxes, and handling other aspects relevant to self-employment income.

H&R Block DIY Self Employed

Gig economy jobs turn workers into small business owners

Whatever term you use independent contractor, freelancer, or gig worker, you'll have additional tax responsibilities when you're self-employed.

Tailored for self-employed individuals, gig workers, freelancers, and independent contractors, H&R Block's **DIY Self Employed online edition** supports tracking and deducting business expenses, calculating self-employment taxes, and handling other aspects relevant to self-employment income.

Gig Workers

Do gig workers' pay taxes? Yes, but how it works is very different if you're used to filing taxes with a W-2 job.

Deductions lower your income, helping you lower your overall tax bill. Self-employed and gig workers can take advantage of tax deductions that individuals can't.

Gig economy tax deductions

- Mileage deduction or car expenses understand your options
- Qualified business income 20% deduction for certain entity types
- Health insurance up to 100% deduction for your qualified premium



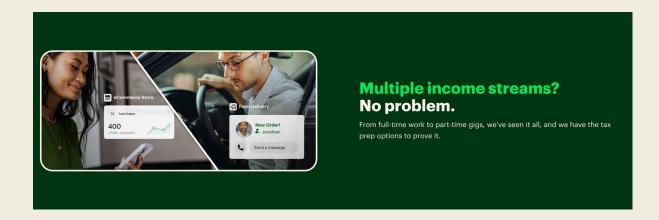


Independent Contractors

Many people are surprised that as an independent contractor, they actually own a small business in the eyes of the Internal Revenue Service. And small businesses have extra tax rules — and potentially more IRS audits and notices — making filing taxes as an independent contractor complicated. Whether a gig job is the primary source of income or a side hustle, these individuals have more requirements, including:

- Quarterly estimated tax payments
- Payroll tax deposits and filings
- Reporting payments to contractors each year
- Reporting sales tax
- State and local licensing requirements

Because of all these rules, they will interact more with — and be scrutinized — by the IRS and their state revenue offices.



Common problems when filing taxes as a self-employed worker

- Not paying self-employment taxes Whatever term you use (independent contractor, freelancer, or gig worker), you'll have additional tax responsibilities when you're self-employed. On top of your income taxes, you'll owe another 15.3% tax. This is called self-employment tax and it covers Social Security and Medicare taxes. It can result in a large tax bill if you didn't know about it.
- Not reporting cash payments Many small businesses, especially gig workers who operate in cash, are on the honor system for reporting their income. And with cash-intensive businesses, the IRS has few, if any, Forms 1099 to validate the income. It makes sense then, that every IRS audit of small businesses starts with scrutiny about whether the business reported all its income.
- Not filing on time (or, at all) The failure to file penalty is 5% per month (or partial month) that the return is late, for a maximum penalty of 25%. If you file your return more than 60 days late (including extensions), the minimum penalty is 100% of your unpaid tax or \$485, whichever is smaller. The IRS receives information about your income through various tax forms. For example, in recent years, the IRS has identified many non-filers with Form 1099-K, which reports payments the business receives from debit/credit cards and third-party processors.

Helping Students Find Every Dollar

With the high cost of college, students need to find every deduction and credit possible. Students who pay for higher education and student loans can claim education deductions and credits, such as the American Opportunity Credit, Lifetime Learning Credit, student loan interest deduction, qualified tuition programs and education savings accounts.

Approximately 55% of Americans, including most students, qualify for H&R Block's Free DIY Online option⁴. And, unlike other tax prep services, H&R Block's Free DIY Online option supports the essential forms needed to take advantage of these deductions at no additional charge, including student loan interest (1098-E) or tuition payment (1098-T).

- 1098-E (aka "the Student Loan Interest Statement") is sent by the loan lender and shows the interest paid during the year on a qualified student loan (sometimes called a qualified education loan). Individuals may deduct the lesser of \$2,500 or the amount of interest actually paid during the year as an adjustment to income.
- 1098-T (aka "the tuition tax form") helps to capture one of those great tax perks you don't want to miss out on. The 1098-T tuition statement is sent by the college/university and reflects the total payments of qualified education expenses (in Box 1) to the college/university within a tax year. Think of it as a receipt for your qualifying higher education payments. Note that this form doesn't include expenses you paid to businesses outside of the college/ university. It's important to keep receipts and records of education expenses paid to avoid missing out on a benefit.

It is important to note that scholarships and grants that exceed education expenses are taxable income. There are some exceptions where they are not, but the excess of these awards generally should be included as income along with any room and board, travel, and equipment provided by the university.

⁴ Approximately 55% of filers qualify. Simple tax situations only Form 1040 and no schedules except Earned Income Tax Credit, Child Tax Credit, Student Loan Interest, and Retirement Plan Distributions. Find eligibility requirements at HRBlock.com/free.

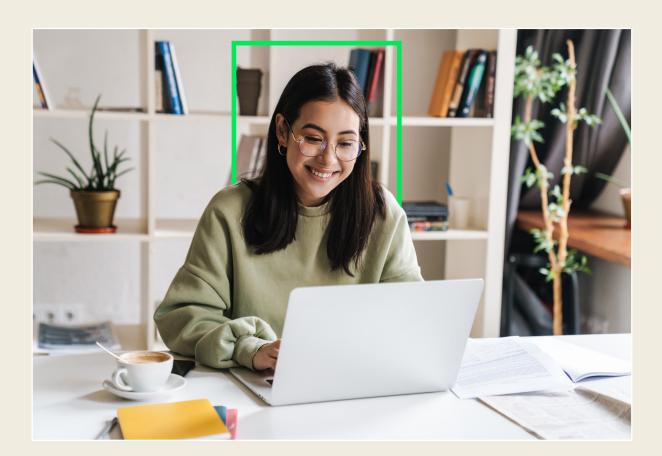
Students and parents should also note that there are two education credits available to them as well. The American Opportunity Credit is a partially refundable credit for educational expenses during a student's first four years of college. The credit is up to \$2,500 with up to \$1,000 of that being refundable.

The Lifetime Learning credit is a nonrefundable credit that is available even if a student isn't in their first four years of college. The credit is worth up to \$2,000.

Free resources for students

Taxes can be tricky for any taxpayer. Filing taxes as a college student can be even more intimidating, especially for first-time filers. H&R Block provides free resources for students that explain tax benefits, tax forms, and the tax implications of financial aid.

To learn more, click here.



Switch to H&R Block in Under 2 Minutes

Switching to H&R Block is seamless and easy, and importing your prior year's tax return from another provider takes less than two minutes.



Direct Import

We make it fast and easy to switch from TurboTax⁵ to any DIY online tax filing products, including free. Designed to remove barriers that prevent some tax filers from switching even when there may be better options, Direct Import populates roughly 150 data fields from the prior year's return to save time and effort.

How it works:

- When prompted, simply enter your login credentials for your Turbo Tax online account
- H&R Block uses authenticated data retrieval to ensure a secure and accurate transfer of personal tax information
- Your H&R Block tax return is populated with the prior year's data, minimizing the time spent searching for and manually inputting the information and reducing the margin of error.

Other ways to switch:

- Scan & go: Even if you didn't use Turbo Tax, we make it easy to switch from other preparers. No need to scan your docs or manually enter your W-2. Grab your phone, take a picture of your docs, and you're all set.
- **Drag & Drop:** While using H&R Block's tax software, importing your tax information is a convenient way to get a head start on filing your return, and you'll avoid manual entry of your forms and other details. The tax information you can import includes information from your W-2, 1099 forms, and other financial information.

 $^{^{\}rm 5}$ TurboTax is a registered trademark of Intuit, Inc.

Get Every Dollar You Deserve

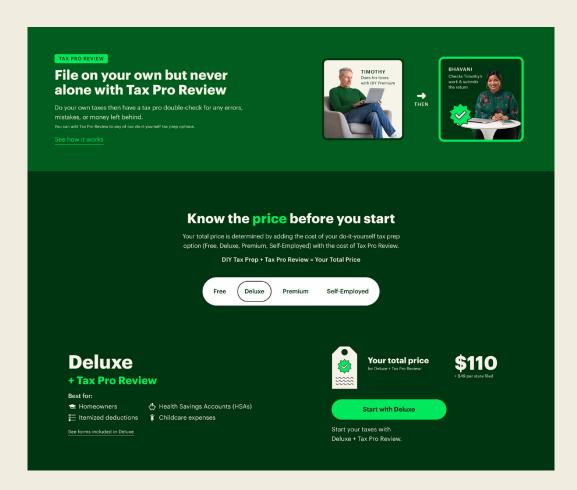
Tax Pro Review

We'll double-check your completed DIY return with Tax Pro Review

A life event — like a relationship change, the purchase of a new home or unexpected stock portfolio gains (or losses!) — can impact and complicate your taxes. Our tax pros understand this and have an eye for unique tax situations. This add-on feature gives you the best of both tax prep worlds.

By adding Tax Pro Review to one of our online DIY filing options, you'll have the benefit of a knowledgeable tax professional checking your completed tax return to make sure you get every tax credit and deduction you are eligible for, spot errors or omissions and potentially even reduce the amount you owe the IRS or get more money back.

It can give you the reassurance you need to know you are maximizing your tax refund and minimizing your tax liability.



How it works:

- To add Tax Pro Review, complete your federal and state returns with us online.
- After you see your tax summary screens, you'll will have the option to add "Tax Pro Review." to your return. The cost of Tax Pro Review is based on your tax filing complexity.
- Your tax professional will typically contact you within 24 hours of receiving your return. At that point, they'll review the information you've submitted and request any additional documents needed for your return. Then, they'll check your return and notify you when it's ready for your review and approval. If you have questions along the way, you can contact them at any point through the Message Center.
- Once you review and approve your return, your tax pro will sign and file your return.



Second Look®

We find money others miss, and more

Millions of Americans unknowingly miss out on tax benefits or credits they're entitled to every year, effectively leaving billions of dollars behind.

H&R Block offers **a free Second Look® tax review**⁶ to double-check up to three years of prior tax returns for missed credits and deductions. No other company offers this extensive of a review for free. Common missed deductions include education credits, Child Tax Credits and Earned Income Tax credits.

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⁶ At participating offices. Results vary. All tax situations are different. Fees apply if you have us file an amended return. The IRS allows taxpayers to amend returns from the previous three tax years to claim additional refunds to which they are entitled. Applies to individual tax returns only.

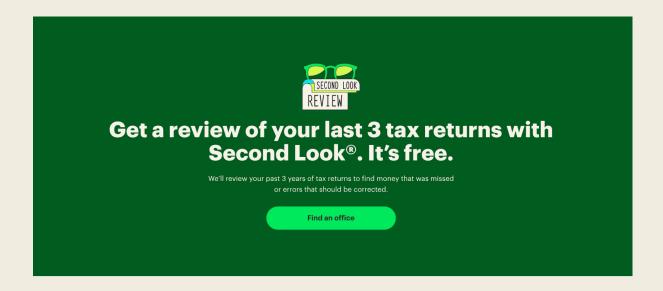
Only one in three taxpayers itemize but millions more should.

As gambling becomes more accessible and prolific, most don't realize the IRS allows taxpayers to offset gambling winnings with losses on tax returns.

For many taxpayers, owning a home is what unlocks itemization because the largest itemized deductions are typically mortgage interest and real estate taxes. Once itemizing is worthwhile, taxpayers can also deduct other qualifying expenses, like charitable donations, personal property tax, state and local income taxes or sales taxes, limited medical expenses and limited employee business expenses and other miscellaneous expenses.

Individuals and business owners may be eligible for certain natural disaster relief provisions, including those who had disaster-related losses not reimbursed by insurance.

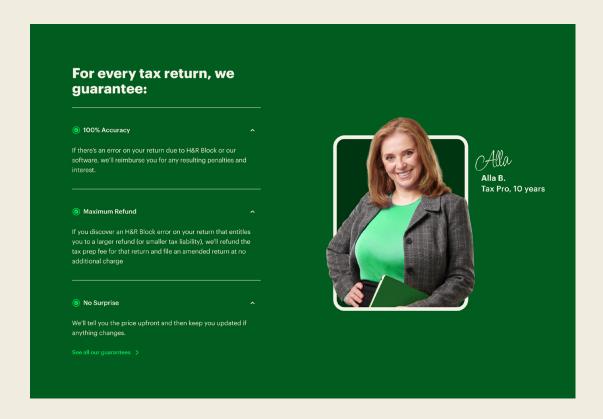
A qualified tax professional can help identify ways to lower taxable income and claim all eligible tax benefits.



We Guarantee Our Work

At H&R Block, we have your back. That's why we offer so many guarantees. Whether you file taxes in person, online, or with our tax software, you can be sure these H&R Block guarantees are in place to protect you during the process. For more information visit: hrblock.com/guarantees.

- 100% Accuracy If there's an error on your return due to H&R Block or our software, we'll reimburse you for any resulting penalties and interest.
- Maximum Refund If you discover an H&R Block error on your return that entitles you to a larger refund (or smaller tax liability), we'll refund the tax prep fee for that return and file an amended return at no additional charge.
- No Surprise We'll tell you the price upfront and then keep you updated if anything changes.
- 100% Satisfaction If you are unhappy with the H&R Block tax preparation software before filing, H&R Block will refund the full purchase price, excluding shipping, handling, taxes, and any rebates.



Putting 70 Years of Tax Knowledge to Work for You



About H&R Block

H&R Block, Inc. (NYSE: HRB) provides help and inspires confidence in its clients and communities everywhere through global <u>tax preparation services</u>, <u>financial products</u>, and <u>small-business solutions</u>. The company blends digital innovation with human expertise and care as it helps people get the best outcome at tax time and also be better with money using its mobile banking app, <u>Spruce</u>. Through <u>Block Advisors</u> and <u>Wave</u>, the company helps small-business owners thrive with year-round bookkeeping, payroll, advisory, and payment processing solutions. For more information, visit H&R Block News.

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H&R BLOCK

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