



Rocky Dunkman
Owner/CEO

CC&M Informs Business Owners of New Section 179 Tax Deduction Limits for 2024

*Leading MTSP Encourages
Companies to Maximize Profits
with
Updated Tax Code Benefits*

GREENWOOD & GREENVILLE SOUTH CAROLINA – October 25, 2024 - CC&M, a leading managed technology services provider, is encouraging business owners to take advantage of the IRS Section 179 tax deduction, which provides significant savings on capital expenditures for 2024. This year, businesses can deduct up to \$1,220,000 on qualifying equipment purchases, including copiers, printers, IT infrastructure, managed software, cybersecurity solutions, phone systems, surveillance systems, and other essential business tools.

Under the Section 179 deduction, businesses can depreciate 100% of the cost of eligible equipment bought or financed, provided it's put into service before December 31, 2024. While CC&M does not offer financial advice, they did want to inform business owners to consult with their CPA to ensure they don't miss this opportunity to increase their profits before the end of the year.

Rocky Dunkman, Owner/CEO at CC&M, stated, "Section 179 is an incredible opportunity for businesses looking to invest in their future. With political uncertainty

surrounding tax policies in the coming years, it's essential for companies to capitalize on this deduction while it's available. We're committed to sharing information that can help businesses thrive. Whether or not a company chooses to work with us for office technology needs, we feel a duty to help our fellow business owners thrive by sharing information, resources, expertise or any other value we can offer."

Dunkman emphasized that many businesses often delay capital investments until the end of the year, but Section 179 rewards those who plan ahead and reinvest in their operations. "While everyone is focused on finishing the year strong, it's worth taking a moment to assess which projects and upgrades can be made now to take advantage of this tax code," he added. "This deduction can instantly boost profitability by reducing tax liabilities, making it an easy win."

CC&M's core mission is to simplify technology and improve profitability for its clients and sharing this tax benefit aligns with that goal. "We strive to help our customers boost their profits in any way we can, usually through technology, but in this case, it's a simple financial strategy," said Dunkman. "Business owners have enough on their plates. By taking a

moment to plan for the future, they could see significant tax savings."

ABOUT Computer Consultants & Merchants Inc (CC&M)

In 1992, Computer Consultants & Merchants was founded to bring technology services and equipment to businesses in the Orlando, Florida area. In 2001 they expanded their footprint by adding offices in Greenwood and later Greenville covering the Upstate of South Carolina. CC&M streamlined the way companies do business, and the Company became successful for its expertise and service. Providing consulting, business acumen, and of course maintenance services that have always included parts and labor for clients.

Computer Consultants has evolved to meet the changing needs of businesses, providing clients with exemplary technology consultation, Business phone Systems, Access Control with Video surveillance, Cyber Security, Managed Print, integration and Managed services are still the core of everything we provide.

Thirty years later CC&M is still doing what it does best, providing its clients with advanced technology solutions and stellar service!