



## **Nova Technologies Advises Businesses to Leverage Section 179 Deduction**

### *Leading MTSP Highlights Tax Benefit for Equipment Purchases Before December 31st*

PLYMOUTH, MN – November 28, 2023 - Nova Technologies, a leading managed technology services provider, is advising business owners to take advantage of the IRS Section 179 tax deduction for equipment purchases before the December 31st deadline. Section 179 allows accelerated depreciation on qualifying equipment, enabling businesses to deduct the full cost of eligible purchases made through the end of 2023.

"Section 179 is an opportunity business owners shouldn't overlook," stated Pete Jones, Owner/President at Nova Technologies. "With no guarantee this tax benefit will always be available, now is the ideal time to leverage Section 179 and maximize deductions."

Eligible equipment purchases include technology solutions, managed services software, cybersecurity tools, business equipment and more, and businesses can utilize up to \$1,160,000 in deductions. While Nova Technologies specializes in technology solutions, the company felt it important to

inform all organizations of this tax advantage.

"Above all else, our goal is to boost our customers' profitability," Jones added. "Normally, we can achieve that end by deploying leading edge technology that enhances organizational efficiency, but in this case, this is just too big of an opportunity to pass up. We're not tax pros, but we believe it's our duty to share helpful information."

Due to this deadline, Nova Technologies recommends companies pause and assess equipment needs for 2024 before reaching the end of this calendar year. Purchasing or financing solutions before December 31st allows the full deduction of those costs under Section 179. Planning ahead is key to optimizing this tax benefit.

While Nova Technologies focuses on leveraging technology to drive business success, Section 179 can provide immediate tax relief and is an opportunity not to miss. Nova Technologies recommends consulting a qualified tax professional for guidance on Section 179.

### **ABOUT NOVA TECHNOLOGIES**

Nova Technologies is Minnesota's largest and most experienced Toshiba and Zultys dealer. Telecommunications runs your business. The team at Nova Technologies has a history dating back to the early 1980's. Nova Technologies does not just provide telephone system equipment and service; we provide a stake in the business of our customers. We learn their business and work with them to ensure they are receiving the very best value. Our goal is a lifelong partnership. The company's goal is maximum customer satisfaction through total customer satisfaction.

Nova Technologies provides customers with industry leading technology, serviced by Factory Certified technicians with years of experience. Customer training is offered for every component of the phone system by Nova Technologies' highly experienced team.

The company's trusted and professional technicians offer service to ensure system reliability. Nova Technologies also offers comprehensive emergency service 24 hours a day, 7 days a week guaranteed within 2 hours.

For more information on Nova Technologies call (952) 473-2100 or visit <http://www.nova-tech.us>.