



John Uehling  
CEO

## **Contrast Informs Business Owners of New Section 179 Tax Deduction Limits for 2024**

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

NE and Central PA – October 29, 2024 - Contrast, a leading managed technology services provider (MTSP), 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 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 Contrast does not offer financial advice, the company is informing 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.

John Uehling, CEO at Contrast, 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. We feel a duty to help our fellow business owners thrive by sharing information, resources, expertise or any other value we can offer."

Uehling 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."

Contrast'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 Uehling. "Business owners have enough on their plates. By taking a moment to plan for the future, they could see significant tax savings."

### **ABOUT CONTRAST**

Contrast is a regional provider of Communication and IT solutions and services. We provide custom on-premise and cloud-based solutions, managed services and live, 24/7 customer support for voice and unified communications systems, contact centers, HD video conferencing, infrastructure, networking, and storage and back-up. High performance businesses, governments and non-profit organizations choose Contrast to CONNECT, CLOUD-enable and CARE for their end-to-end communication and IT requirements. For more information please visit <https://www.contrastcommunications.com/> or call (570) 966-1515.