

Brenda Reyes Champions Financial Education as a Growth Strategy for Entrepreneurs and Business Owners

SANTA CLARITA, CA, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- Brenda-Elizabeth Reyes, founder and CEO of [Brenda Reyes Tax Advisory](#), is encouraging entrepreneurs and business owners to take a more proactive approach to financial education, tax planning and business strategy as they work to build profitable and financially resilient companies.

With more than 14 years of experience working with individuals and business owners throughout California and across the United States, Reyes has built her practice around the belief that financial knowledge should extend far beyond filing an annual tax return.

Through Brenda Reyes Tax Advisory, she works with entrepreneurs on areas including proactive tax planning, bookkeeping, entity structure, business strategy and CFO-level advisory support.



Brenda Reyes

“Many entrepreneurs are incredibly talented at what they do, but they were never taught how to read their numbers or make strategic financial decisions,” Reyes said. “When business owners understand their finances, they can start making decisions from a position of knowledge instead of reacting to problems after they happen.”

Reyes says one of the biggest challenges facing entrepreneurs is the expectation that they must understand every function of their company on their own.

Business owners often spend most of their time serving clients, generating revenue and managing day-to-day operations, leaving areas such as tax strategy, cash-flow planning and financial systems overlooked.

Her approach focuses on helping clients understand not only what financial decisions to make,

but also why those decisions matter.

According to Reyes, that shift can help entrepreneurs begin thinking more like CEOs rather than simply operating as self-employed professionals.

“Being good at your profession and knowing how to build a financially strong company are two different skill sets,” Reyes said. “Entrepreneurs have to learn how to step back, understand the financial health of the business and make decisions that support where they want to be several years from now.”

That philosophy also shapes Reyes’ work outside of her advisory firm.

She is the founder of [Boss Ladies! She Means Business](#), a community and nonprofit initiative focused on educating, connecting and empowering women entrepreneurs.

The organization is developing networking events, mentorship opportunities, leadership initiatives, community partnerships and business-development programming designed to provide women with practical resources for navigating entrepreneurship.

Reyes’ own experiences helped shape that mission. Growing up in an immigrant household and becoming a single mother at a young age exposed her to the realities of building financial stability without always having access to established professional networks or business mentors.

Those experiences now influence her emphasis on practical financial education and economic independence.

“Women deserve more than motivation,” Reyes said. “They need access to information, relationships and practical strategies that can help them become stronger business owners and leaders.”

Reyes is also developing her first book, which will focus on helping entrepreneurs adopt a CEO mindset, improve profitability and build long-term wealth through financial and leadership strategies.

Looking ahead, Reyes plans to continue using both Brenda Reyes Tax Advisory and Boss Ladies! She Means Business to increase access to financial and entrepreneurial education.

Her message to business owners remains straightforward: financial strategy should not begin when taxes are due.

“The goal is to build a business that gives you options,” Reyes said. “That requires understanding your numbers, planning ahead and making decisions today that support the life and company

you want to build tomorrow.”

Ashley Walker
NOW Strategies
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/938577459>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.