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### Name This Tax Deal

I cringe when I hear the “Tax Deal” tagline on the news numerous times each day, the year-end tax compromise bill’s unfortunate moniker. The mere fact that we have shortened our nomenclature to “Tax Deal” or the slightly less ambiguous “Obama Tax Deal” itself seems pejorative. As important and sweeping as its proposals are (whatever your constituency or viewpoint) a “Tax Deal” tagline sounds untoward, vaguely like the Tax Deals hawked on late night TV.

I’m alluding, of course, to how “Tax Deals” are typically discussed and their close relatives Tax Bailouts (a term popularized by peripatetic tax relief maven [Roni Deutch](#)), Tax Solutions (favored by [JK Harris](#)), or Pennies on the Dollar Tax Relief, a nearly generic term, apparently favored by [www.101taxstrategies.com](http://www.101taxstrategies.com). These tax relief purveyors aren’t exactly in the mainstream of tax representation and are controversial in their own right. Roni Deutch was recently [enjoined](#) in California, and [American Tax Relief](#), sued by the Federal Trade Commission, was also recently [enjoined](#). Lawsuits abound.

With company like that, references to Tax Deals are disturbing. It’s certainly true that the proper name of the bill is a mouthful. The [Reid-McConnell Tax Relief, Unemployment Insurance Reauthorization and Job Creation Act of 2010](#) hardly trips lightly off the tongue. Even the acronym, RMTRUIRJCA is horsey. Trying various shortened titles isn’t much better.

I recently suggested swapping more mellifluous and sonorous handles for the dysphemism “The Bush Tax Cuts” have become. See [Bush Tax Cuts- Better By Another Name?](#) Now that “Tax Deal” has become the latest unfortunate replacement, some of these suggestions still seem to fit:

1. “Obama Yes We Can Tax Rates”
2. “Carbon Free Tax Rates”
3. “Responsible Tax Rates”
4. “America First Tax Rates”
5. “Warm and Safe Tax Plan”
6. “Fair and Balanced Tax Rates”
7. “Voter Approved Tax Rate Plan”
8. “Centrist Tax Rate Structure”
9. “Across the Aisle Tax Plan”
10. “Bipartisan Rate Reduction”

And on that note, here’s hoping you get a good Tax Deal yourself.

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