TPF TIPS – MAY, 2026
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Welcome to the new-look TPF TIPS monthly newsletter, where our mission is to *apply 35 years of experience to cut through the noise, unpack the jargon, and offer clear, digestible insights on the tax and financial topics that matter most to you.*

And…provide an inside look to some of our favorite anecdotes from our years as a company in the new, ***35th Anniversary – Did You Know??*** section of the newsletter.

Here we will share insider stories, successes and lessons learned in serving generations of clients. Hope you enjoy this special look into our history.

We know your time is precious and your inbox is sacred. We strive to make these emails a quick, valuable read (5–7 minutes) and plan to deliver them to you on or around the 15th of each month (a not-so-subliminal nod to that important day in tax season).

After all, **it's your money—we want to help you keep as much of it as possible!**

35th Anniversary – Did You Know?!

Elegance in Numbers

Before we were navigating the nuances of the modern tax landscape, The Pierson Firm spent over 30 years in the beauty pageant spotlight!

Starting in 1992—when we were known as Pierson & Pierson, PLLC—we began a long tenure as the Official Auditors for the Miss Texas USA and Miss Texas Teen USA pageants.

It was far more than just verifying scores; the pageant served as a vital training ground for young women pursuing careers in modeling, television, and broadcasting.

Because the event was televised live until 2009, our team even had the privilege of being part of the broadcast crew, appearing on-air, hand counting ballots to ensure everything was "audit-ready" for the cameras.

The role took us all over the state, with live broadcasts originating from San Antonio, South Padre Island, Corpus Christi, Laredo, and Lubbock. At the pageant's peak, we were performing our duties for a staggering worldwide audience of approximately 20 million viewers!

Our partnership as Official Auditors continued all the way through 2023, spanning several eras of ownership. This included the years the Trump Organization owned the Miss Universe circuit (1996–2015), which led to a few personal introductions to the now President, along the way. It has been a glamorous journey, and we are proud to have been the trusted stewards behind the crown for so many years.

It's that time…..buckle up and let's get ***savvy***!!!

The theme for this month is:
The New Money Revolution: The Sequel.
"One Year Later, What's Changed, What Matters, What You Need to Know'

Last year in our [May 2025-Issue 17] we explored what we termed the "*New Money Revolution.*" – a rapidly evolving world where digital currencies and technology were beginning to reshape how people thought about "money".

We provided an introduction to bitcoin, blockchain, types of cryptocurrencies, how cryptocurrency works, the hot buzzwords and posed thought-provoking questions to help determine if this "new world of money" was right for you.

Fast forward twelve months, and the revolution hasn't just arrived—it has moved into the guest room, unpacked its bags and is asking for the Wi-Fi password!

The "New Money" is not "new" anymore; it is becoming a *standard*.

If last year was about surviving the introduction to digital currency without the need for a computer science degree or a secret decoder ring (we still love decoder rings), this year is about what we have learned now that the dust has settled and what you need to know in order to keep up with the Joneses….or more importantly, the evolving financial landscape.

What is Cryptocurrency Today?
Simply stated, cryptocurrency is digital money.
It is not paper bills or metal coins, but it can still be used to buy things, send money, or store value.

One way to think about it: *money does not have to be physical to be real.*
If people accept it as payment and it can be exchanged for goods or services, it functions as money — and cryptocurrency does exactly that.

However, what *is* real is the fact cryptocurrency has evolved into a broad financial ecosystem that now includes institutional investors, global payment systems, tokenized assets, stablecoins, retirement products, and increasing government oversight. And if the government is involved you *know* it's real.

The IRS Has Entered the Fray (much more seriously than before)
If there's one clear message from the past year, it is this: digital assets are no longer flying under the radar.

The IRS has significantly expanded its focus on crypto reporting, tax compliance, and transaction visibility. New rules and reporting frameworks are steadily pushing exchanges and intermediaries toward more traditional tax documentation standards.

And unfortunately, many investors still underestimate what actually triggers taxable events.

It is not just selling crypto for cash. It can include trading one token for another, staking rewards, certain DeFi (Decentralized Finance) activity, and even some NFT (one of a kind) transactions.

The broader direction of IRS reach is unmistakable: greater transparency, greater enforcement, and fewer assumptions that crypto is “separate” from traditional finance.

For clients, the TPF TIP is simple:
Record-keeping matters more than ever, and surprises at tax time are becoming less avoidable.

Bitcoin Conferences: A Bigger Story Than Bitcoin Itself
One of the most interesting cultural shifts over the past year has been the evolution of crypto conferences.

What were once highly ideological, retail-driven, techno-centric events have become increasingly institutional in tone. Discussions now focus heavily on regulation, ETF (Exchange, or pool-Traded Fund) structures, custody solutions, and the intersection between traditional finance and blockchain infrastructure.

A recurring theme has been tokenization — the idea of representing real-world assets like bonds, equities, or real estate on blockchain systems to improve settlement speed and transparency.

Whether or not that vision fully materializes, the direction of conversation is clear:
Crypto is no longer on the outside looking in. It’s being actively evaluated for integration into existing financial systems.

Private Markets, New Products, and Growing Complexity
Another major trend is crypto is increasingly acting less like a separate asset class and more like infrastructure for the next version of financial products.

We are seeing the continued expansion of access to private markets and alternative investments.

Private credit, private equity, infrastructure funds, and other non-public assets are increasingly being packaged for broader investor access, including retirement accounts in some cases.

Supporters argue this improves diversification and return potential. Critics point to higher fees, liquidity constraints, and complexity that may not always align with everyday investors’ needs.

The impact here is not about replacing private markets—it’s about modernizing how they are built and accessed.

So the shift looks like this:
Current system: Private investments = paper-heavy, exclusive, slow, institution-only
New direction: Private investments = digitally tracked, partially tokenized (only some rights are represented digitally), more accessible, but still complex underneath

As financial products become more sophisticated, the need for careful suitability analysis becomes even more important — not less.

Cybersecurity Is Now Personal Finance
Cyber risk has become a core financial planning issue.

Fraud attempts, phishing schemes, identity theft, and AI-driven impersonation scams have increased significantly. In many cases, attackers no longer need to "hack" systems — they simply manipulate people.

For clients, this means financial security now includes digital behavior:
- verifying transactions independently
- using multi-factor authentication
- monitoring accounts regularly
- treating urgency in messages as a potential warning sign

In a digital financial system, security is no longer optional hygiene — it's part of the foundation.

Final Thoughts. . .
Complexity Is Rising, But Principles Haven't Changed

The financial world is undeniably more complex than it was a year ago.
New technologies, new regulations, and new products continue to emerge at a rapid pace.

In spite of all the rapid change, the core principles of sound financial planning remain remarkably unchanged:
- diversification still matters
- behavior matters more than prediction
- liquidity and risk management are still essential
- long-term discipline continues to outperform reactionary decision-making

The "New Money Revolution" is real — but it has not replaced the basics.
If anything, it has made them more important.

Because, in a world where everything is changing faster, clarity becomes the most valuable asset of all – other than having a partner like us who wants to ***help you keep as much of your money as possible!***

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About The Pierson Firm
Conroe-based The Pierson Firm offers a comprehensive range of tax-related services to individuals and businesses alike; and have been doing so for over 35 years. From Tax Planning, Preparation & Representation to Business Operations, Advisory and Compliance, the firm provides personalized solutions to those around the block or around the globe. Additional company information can be found by visiting www.thepiersonfirm.com.

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