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[Xero](#), the global small business platform, has announced new collaborations with Toro Taxes, LMS Tax & Insurance Solutions and JPG. The firms selected Xero as their preferred accounting platform, underscoring Xero's growing presence among the US Hispanic market.

By joining forces with [Toro Taxes](#), the first and largest Hispanic franchise offering tax preparation and accounting services to more than 200 franchise locations throughout the US, Xero will serve as the primary platform for onboarding the firm's clients onto cloud accounting software. When evaluating accounting solutions, Toro

Taxes selected Xero to help improve workflows and deliver greater efficiency so they

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Xero has also partnered with [LMS Tax & Insurance Solutions](#), a company that works toward consistently achieving client satisfaction, preserving service integrity, educating, and assisting the Hispanic community in the greater Houston area. LMS selected Xero as their preferred accounting software to help provide small business owners with a tool that offers greater control with invoicing, bank reconciliation, and monthly financial statements. This allows them to help make better business decisions for the future growth of their companies.

“With Xero, we helped our customers obtain more than \$50 million from the EIDL loans,” stated Sam Paiz Sr., founder, and CEO of LMS Tax & Insurance Solutions. “Our staff received their Xero certification and we work closely with Xero’s US Hispanic team to receive continued training and support to ensure our clients are receiving the best service.”

Xero’s new deal with Houston-based [JPG](#) helps support Hispanic accounting and bookkeeping advisors and their small business clients. JPG has been a Xero partner since 2017 and originally turned to Xero when they were in search of a flexible, cloud-based solution. Through this expanded partnership, the firm is accelerating their use of Xero and sees an opportunity to provide tailored service offerings that can help them form deeper relationships with clients. Xero has helped the firm automate the bookkeeping for their small business clients and helped the firm maintain high-quality standards.

“The Latino small business community is rapidly increasing across the US and today, there are roughly 4.7 million Latino-owned businesses in the country,” said Gustavo Suarez, Founder and Director of JPG. “Our community is inspired to improve everyday business practices. Xero has shown a strong interest in the Latino community by investing in education and tools to help us and entrepreneurs accelerate the process to build wealth in America.”

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“Technology adoption quickly advanced during the COVID-19 pandemic and many Hispanic small businesses are taking steps to move operations online and embrace digital transformation,” said Jackeline Velez, Director, US Hispanic at Xero. “We’re proud to support these businesses as they look ahead and evolve, and by working with Toro Taxes, LMS Tax & Insurance Solutions and JPG, we can empower even more accountants and bookkeepers in the Hispanic community to find new ways to support their clients and help them thrive.”

Xero has also launched “Los Xeros,” the company’s first Hispanic and Latinx employee resource group. The group aims to create a space for anyone at Xero who identifies as Hispanic or Latinx or those who support the community or want to be an ally, and brings people together to discuss issues, explore challenges and share ideas to drive progress.

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