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Brownsville Business Owners: What to Check Before a Software Investment

Federal law restored 100% bonus depreciation for certain qualifying property, including some computer software. Learn what that may—and may not—mean for a software investment, and how SurfLocal can help businesses connect marketing with customer and team workflows.

By SurfLocal Newsroom



For business owners in Brownsville, a useful first step is to separate two questions: what workflow your team needs, and whether a proposed purchase may qualify for federal tax treatment. Map how inquiries are captured, assigned and followed up; then ask a tax professional to review the actual contract, timing and business use. Not every software purchase qualifies, and state rules may differ from federal rules.

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A business software investment may have a tax dimension as well as an operational one. The One Big Beautiful Bill Act, signed by President Donald Trump on July 4, 2025, restored permanent 100% bonus depreciation for qualifying property acquired and placed in service after January 19, 2025. Certain computer software may qualify, potentially allowing eligible costs to be deducted in the first year instead of over several years.

That does not mean every software purchase qualifies—or that a deduction is a reimbursement or a dollar-for-dollar tax credit. Hosted subscriptions, purchased software, custom development, implementation and marketing services can receive different tax treatment. Eligibility depends on the actual arrangement and circumstances, including business use, acquisition date and when the property is placed in service. State rules may differ from federal rules. Before making a decision, ask your tax professional to review the proposed contract and your specific situation.

The business case for reviewing your systems stands on its own. Missed inquiries, customer details scattered across tools and slow follow-up can make it difficult to turn marketing into a clear next step. A connected workflow can help a team keep track of what came in, who is responsible and what needs to happen next.

For example, in a hypothetical workflow, someone finds a business through a marketing page and sends an inquiry. The inquiry becomes a managed lead, a team member follows up, and relevant relationship history remains available as the conversation develops. That is a practical model, not a claim about a particular customer or guaranteed result.

SurfLocal US connects opportunity research, marketing creation, business websites, search visibility, reputation monitoring and customer response. SurfLocal Pro is a modular private business system with owner, manager and sales access. Its applications include lead and client management, communications, projects, billing and team workflow; businesses select the applications that fit their needs. SurfLocal.net supports local discovery, city visibility, offers, promotions, lead capture and business stories.

SurfLocal Media wants to help businesses move beyond a basic marketing presence toward a professional marketing and business-management system configured around their company. The right conversation starts with your goals: how customers find you, how inquiries move through your business and what your team needs to manage them. Features and applications depend on the system selected; not every feature is included in every package.

Talk with SurfLocal about a system configured around your company's goals, customer workflow and team needs at https://surflocal.us/. Separately, ask your tax professional how a proposed investment should be treated under the law.

Sources: IRS Publication 946, https://www.irs.gov/publications/p946; SurfLocal US, https://surflocal.us/; SurfLocal Pro, https://surflocal.pro/.

To discuss your workflow and team needs, contact SurfLocal at https://surflocal.us/. For tax eligibility, consult your tax professional.