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### **Back Of The House (BOTH) challenges the undue villainization of independent contracting and freelancing: 10 myths exposed**

St. Petersburg, FL, December 12, 2011 - Back Of The House (BOTH) announced today that it is challenging the undue villainization of companies and individuals who enter into independent contracting or freelancing based work arrangements. To combat this, BOTH is launching an information campaign designed to provide facts, debunk myths and aid in raising awareness of the merits of flexible work arrangements.

As an initial step, BOTH is publishing '10 myths and realities' related to Independent Contracting, Freelancing and Flexible Work Arrangements, on its website [http://backofthehouse.com/trends-myths\\_realities.html](http://backofthehouse.com/trends-myths_realities.html).

Fueled by sharpened scrutiny by tax authorities and an avalanche of regulatory developments, non - employment or independent work arrangements have been villainized in the press as tax loopholes and unfair attempts by corporations to circumvent employer's obligations and save money.

As a consequence – not knowing what they don't know - companies and organizations simply avoid directly engaging contractor or freelance based workers and resort instead to more costly, traditional (third party) employment-based solutions, which tend to be company centric, often bypassing the interests and preferences of the independent professional.

"The number of instances in which we encounter automatic assumptions that independent contractor engagements are suspect by default, is rising", said Erik Vonk, founder and CEO of Back Of The House. " Too often, non-employment based work arrangements are immediately seen as vehicles to evade taxes, circumvent health benefits and dodge regulations."

Vonk believes this view stems from misinformation in corporations – both large and small - and results in unnecessary friction in the labor market. "The simple reality is that there is a growing desire among individuals and businesses to connect on a project basis," according to Vonk.

Following the release of the 10 myths and realities, BOTH continues the information drive with a series of webinars, starting in February 2012. The company will be posting a series of white papers on each of the topics on its website [www.backofthehouse.com](http://www.backofthehouse.com)

About Back Of The House

BOTH's Total Support™ for independent professionals, freelancers and contract talent combines portable health, - retirement and liability protection with relief from distractive admin, accounting, tax and IT tasks.

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