



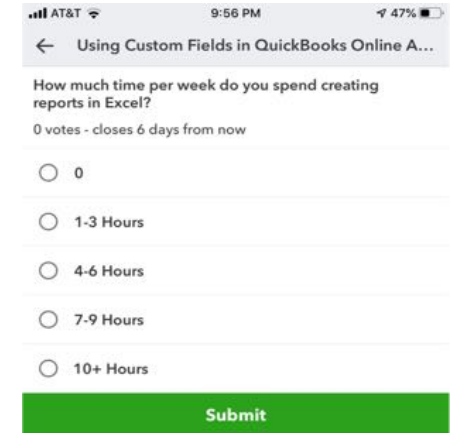
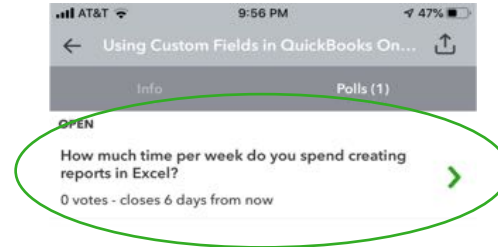
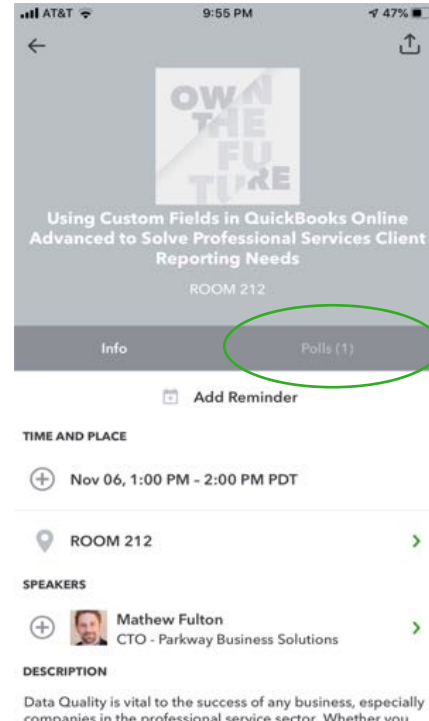
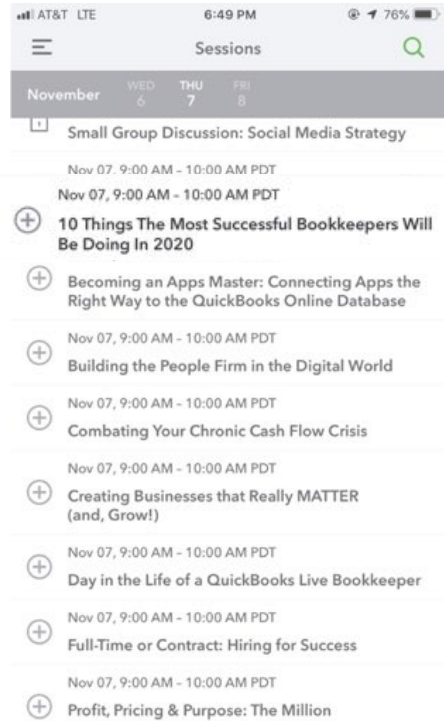
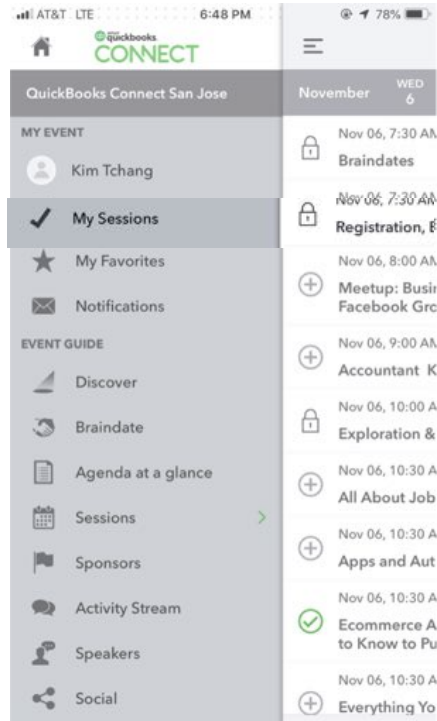
# Leading with tax planning: Simple strategies to tremendous ROI

Jackie Meyer, CPA, CTS



# How to open the Poll in the QuickBooks Connect Mobile App

1. Select **Sessions**
2. Select **Session Title**
3. Select **Poll**
4. Select **Question**
5. Select **Your Response** & Click **Submit**



# Audience Poll

What are you most looking forward to learning in this session?

- Technical Tax Strategies
- How to present value pricing to all clients
- How to sell a particular client
- How to actually implement the steps once sold

**Who loves tax strategies?**  
**Who gets paid your value for them?**



# CPE Process

In order to receive CPE credit

- This session is eligible for **1 hour of CPE**
- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- CPE certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

# Today's speaker



## Jackie Meyer, CPA, CTS

Certified Tax Strategist, CPA Practice Advisor  
40under40, and AICTC Member of the Year 2019

President, Founder of Meyer Tax, The Concierge CPA

[www.jackiemeyercpa.com](http://www.jackiemeyercpa.com)

@jackiemeyercpa

# Agenda

Defining success

3 tax strategies - packaged

Application:

- Defining the ideal client
- Engage the clients
- Measure & communicate tax savings to clients

Additional resources



# Disclaimer

This class is educational and should never be construed as tax advice, even when we use examples for illustration.

You are the practitioner and responsible for interpreting the tax laws and preparing returns for your clients.



# What is your definition of success?

Sales Price (ie Gross sales x %)

Net Profit Margin

- The average in a small firm per the AICPA is 32%
- The ideal net profit margin is 50%

Hours Worked In a Year

Life Balance wheel

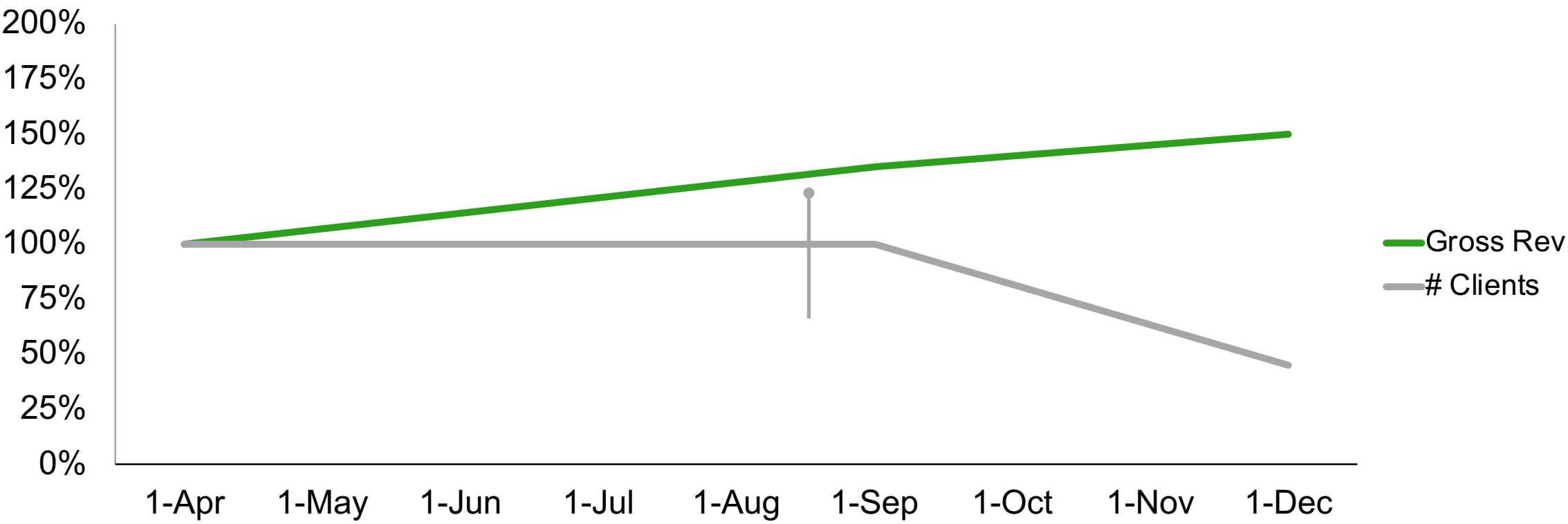
- Emotional, physical, social, spiritual, and financial health

# Defining success



$$\text{SUCCESS} = \frac{[(\text{PURPOSE} \times \text{PASSION}) - \text{FAILURE} + \sqrt{\text{GRACE} \times \text{GRIT} \times \text{INNOVATION}} - (\text{NEGATIVITY} + \text{COMPARISON})^2]}{+ \text{COMMUNITY}^3 \times \text{INSPIRATION}}$$

# My definition of success



**Passion + Purpose = Success**

### 3 Micro strategies to adopt & go



# Employer benefit tax optimization package

Turning everyday expenses into tax savings

**A) Corp Unreimbursed  
Employee Expenses\***

Accountable Plan

**B) OOP Medical  
Reimbursement\***

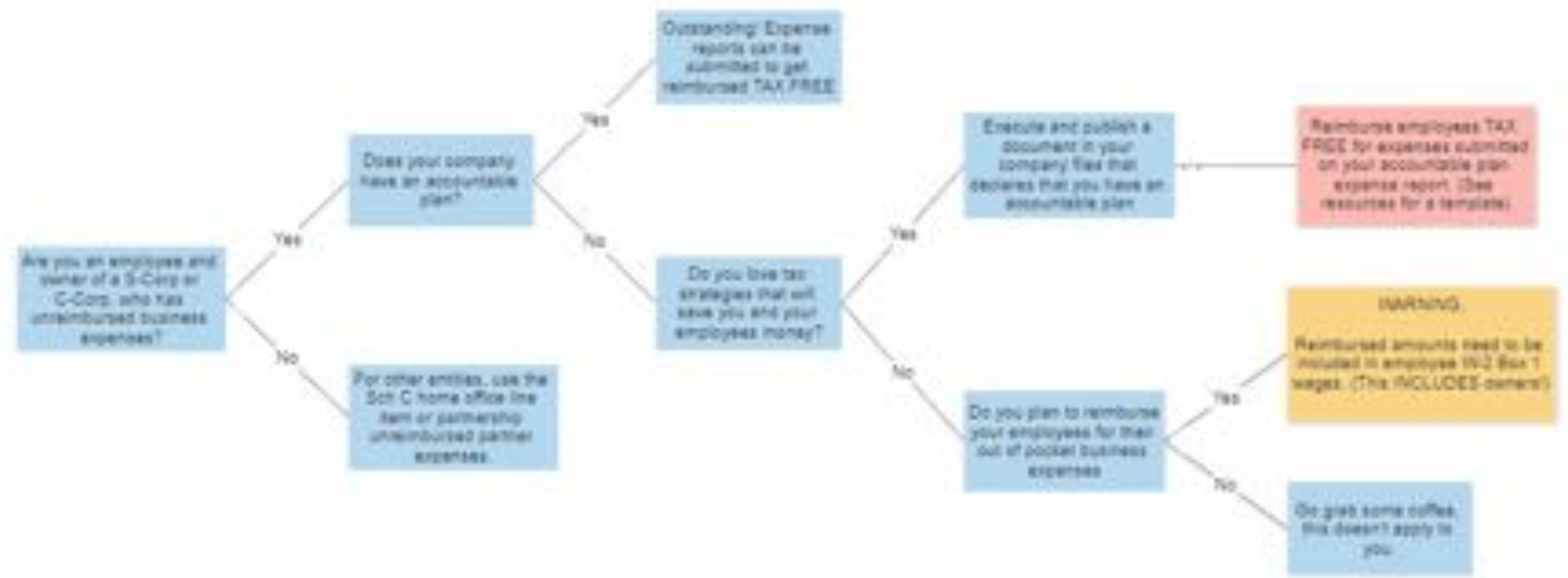
MERP/HRA

**C) Hiring Family**

Exemption for Kids

\*Must cover ALL employees of company

# Strategy A: Accountable plan



\*Disclaimer: I'm a tax professional and evaluate and use my own judgement in implementing your strategies and compliance\*

Move 1040 unreimbursed expenses to 100% deductible by business

# Accountable plan

## Steps for setup & compliance

- There is no IRS form used to adopt an accountable plan, and you are NOT required to have an accountable plan in writing.
- Watson CPA Group has the best excel template & instructions
- Perform quarterly journal entry against distributions, or reimbursement
- Annual home office reimbursement APPEARS to be OK

Move non-deductible 2% misc ded to be deductible by business, and tax free to employees



# Accountable plan template

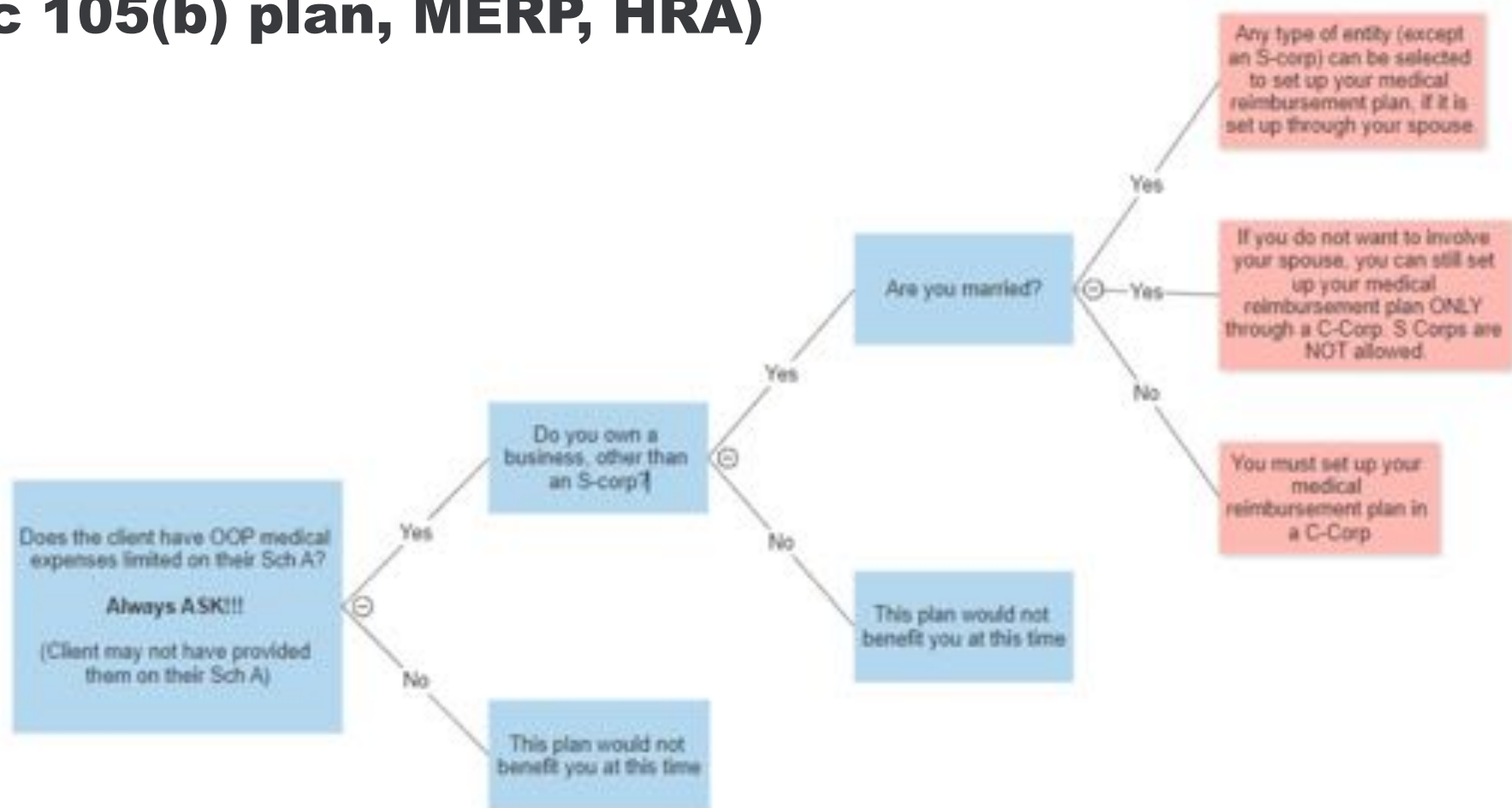
| Occupancy Expense (Home Office)   |        |                   |    |        |       |
|-----------------------------------|--------|-------------------|----|--------|-------|
| Office Square Footage             | 0      |                   |    |        |       |
| Total Home Square Footage         | 0      |                   |    |        |       |
| Biz Use %                         | 0.0%   |                   |    |        |       |
| Annual Home Expense               | Annual | Sched A Reduction |    |        |       |
| Mortgage Interest Only (see 1098) | 0      | 0                 |    |        |       |
| Rent                              | 0      | NA                |    |        |       |
| Property Taxes                    | 0      | 0                 |    |        |       |
| Other                             | 0      | 0                 |    |        |       |
| Non-Recurring Expense             | Q1     | Q2                | Q3 | Q4/EOY | Total |
| Repairs, Maintenance              | 0      | 0                 | 0  | 0      | 0     |
| Cleaning                          | 0      | 0                 | 0  | 0      | 0     |
| Cell Phone                        |        |                   |    |        |       |
| Internet                          |        |                   |    |        |       |
| Mileage                           |        |                   |    |        |       |
| Out of Pocket (Paid by Employee)  |        |                   |    |        |       |
|                                   | Q1     | Q2                | Q3 | Q4/EOY | Total |

<https://wcginc.com/business-services/accountable-plan/>



# Strategy B: Medical reimbursement plan

(Sec 105(b) plan, MERP, HRA)



\*Disclaimer: I'm a tax professional and evaluate and use my own judgement in implementing your strategies and compliance\*

Move OOP medical from Sch A limitation to 100% deductible by business

# Medical reimbursement plan

- 1) Receive an estimate of the total premiums/OOP reimbursement for the year for the owner, and any other employees. Analyze for annual tax benefit.
- 2) Submit Online App to CoreDocs, making sure appropriate type of MERP is selected (and whether for current or prior yr) with \$150 fee
- 3) Send CoreDocs final plan document to client via RightSignature for signature/adoption
- 4) Set up excel HRA tracking sheet for client with instructions for use
- 5) Company reimburses employee within 90 days of year end, or Company pays expenses directly

The vendor we use for MERPs can be found at this link

[https://www.flexaffiliates.com/plan/meyertax/index.php?page=105\\_1.php&active=4](https://www.flexaffiliates.com/plan/meyertax/index.php?page=105_1.php&active=4)

# Strategy C: Hiring kids

## Admin duties/Social media:

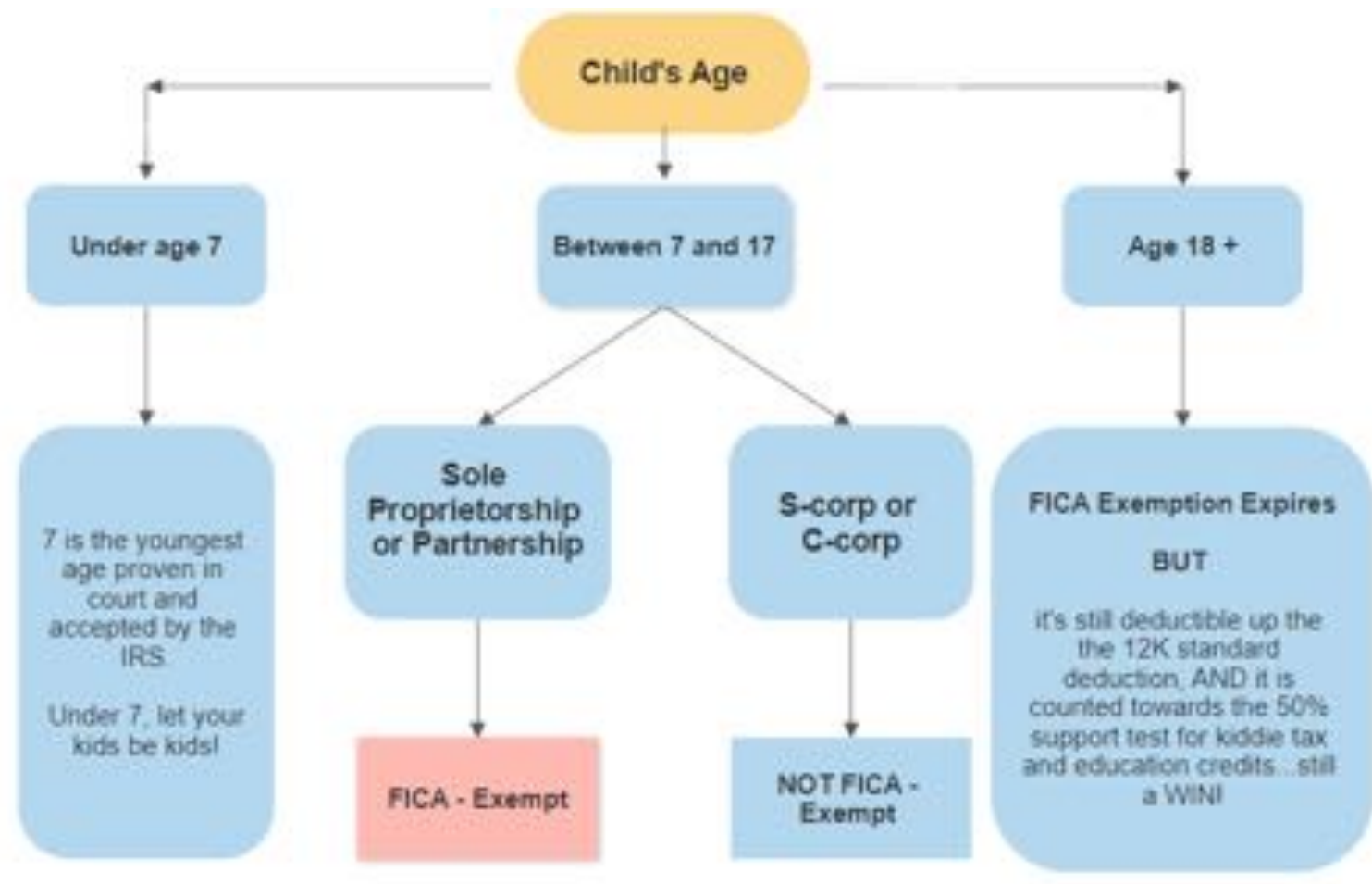
Pay them up to the standard deduction of \$12,000 free of FIT withholding.

FICA Exemption-IF parents are only owner of Sch C/1065.

FUTA Exemption applies to all children under 21

Contribute wages into a Roth (limit \$6,000)

Check state rules for SUTA



# Hiring kids

## Compliance steps

- 1) Make a written employment agreement
- 2) Obtain a Federal Employment Identification Number
- 3) Obtain a State Employer Identification Number, IF required in your state
- 4) Each child needs to file a Form W-4
- 5) At the end of the year, file forms W-2 and W-3 for your children/employees
- 6) File annual federal unemployment return on Form 940, for age 22+

## Guidelines

- 1) The work must actually be done AND related to your business
- 2) Child must be capable of doing the work,
- 3) The amount paid must be reasonable
- 4) The amount must be distinguishable from an allowance
- 5) Keep written records/calendar of payments made and duties performed

Move after tax expenses for kiddos to 100% deductible by business, tax free to kid, & ROTH savings

# Employer benefit tax optimization package

Per year savings

## A) Accountable Plan

\$12,500 home office,  
cell phone, mileage,  
etc

X 32% marginal rate

= \$4,000 Tax Savings

## B) MERP

\$15,625 expenses

X 32% marginal rate

= \$5,000 Tax Savings

## C) Hiring Family

\$12,000 x 2 kids

X 32% marginal rate

= Approx \$6-7K

# Audience Poll

How many clients can you apply these strategies to?

- 50+
- 25-50
- 10-25
- 1-10



# Application



# Step 1 - Identify client(s)

Small business owner who is easy to work with

Self employed, none/minimal W-2 employees

Higher tax brackets

More than a few thousand in OOP medical costs each year

Taking home office deductions on 1040, or not at all

Has kids and spouse who want to help with business



Not everybody is for everybody



## Step 2 – Collect clients information to analyze

**Please provide the following items for a complimentary employer benefit analysis:**

What entity types do you own? Ie S corp, Sch C, C corp, etc

Your total out of pocket medical expenses (NOT including premiums)

Health insurance premiums paid

Whether on a high deductible plan or not

Do you have a home office?

How old are your kids?

Any other people you support?

Any other personally paid business expenses you are curious about expensing to the business?



# Step 3 – Provide ROI analysis to client

## Tax Savings Analysis: Small Employer Benefits Based on 32% Personal Rate

The following potential opportunities have been identified to reduce your annual tax burden:

|  |                 |
|--|-----------------|
| Medical Expense Reimbursement Plan   | \$5,000         |
| Hiring Family Members (ROTH is priceless)                                    | \$6,000         |
| Accountable Plan   | \$4,000         |
| Total Estimated Year 1 & Fwd Tax Savings Available to You (avg amounts used) | <b>\$15,000</b> |

Fee?

Substitute the Word  
“Sales” With “Servitude”

# Take it further

## Request their employee handbook

- Cafeteria Plan – What is allowed?
- Dependent care plan?
- Education plan?
- Retirement plan?
- Company match amount/percent?
- Accountable plan available

## Request the latest paystub

- Pension withholdings
- HSA withholdings
- Garnishments & child support
- Expensive Insurances

## Request the most recent W-2

### Box 12:

- D for 401-K deferrals
- E for 403-B deferrals
- F/H for other pension deferrals
- T-Adoption
- W- the all important HSA

### Box 14: for any other items of note

- 457 plan gvt job CAN defer +401K
- Reasonable Comp/Entity Analysis

How many clients can you implement this year?



**A goal is a wish until a  
plan is made**

Keith Cunningham, “The Road Less Stupid”

Avoiding the dumb mistakes that sabotage  
growth, profits and business success

**THE  
ROAD LESS  
STUPID**

Advice from the Chairman of the Board

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**KEITH J. CUNNINGHAM**



# Audience Poll

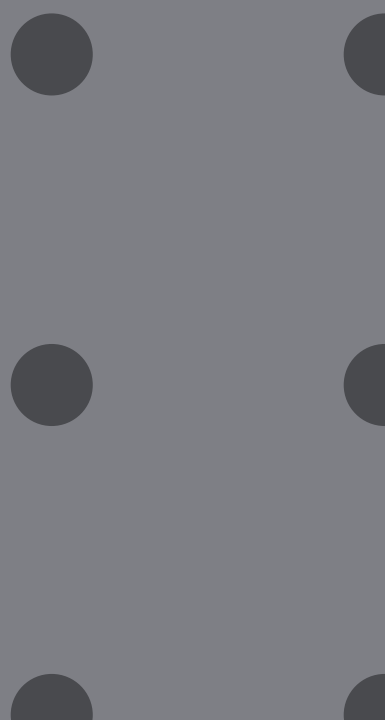
What additional support do you need?

- Understanding the technical rules around the strategies
- Explaining value pricing to clients
- Pitching to a client
- Implementing the plan after sold



Questions?

What other tax  
strategies do you use?





Please take time to rate  
this session

# Additional Resources



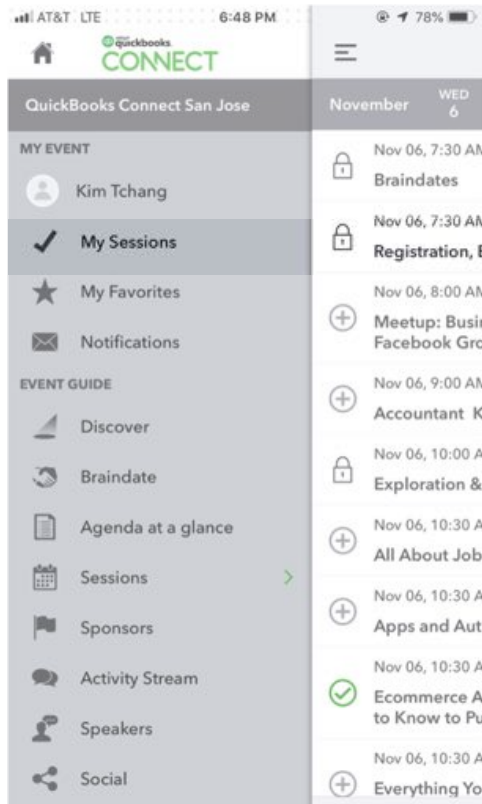
Join my Facebook Group! “Accounting Firm Influencers” or Request Coaching at [JackieMeyerCPA.com](http://JackieMeyerCPA.com)



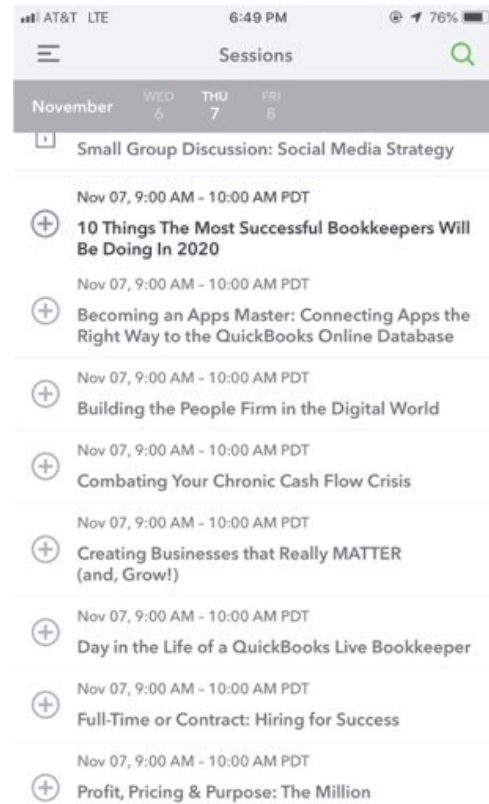
# Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

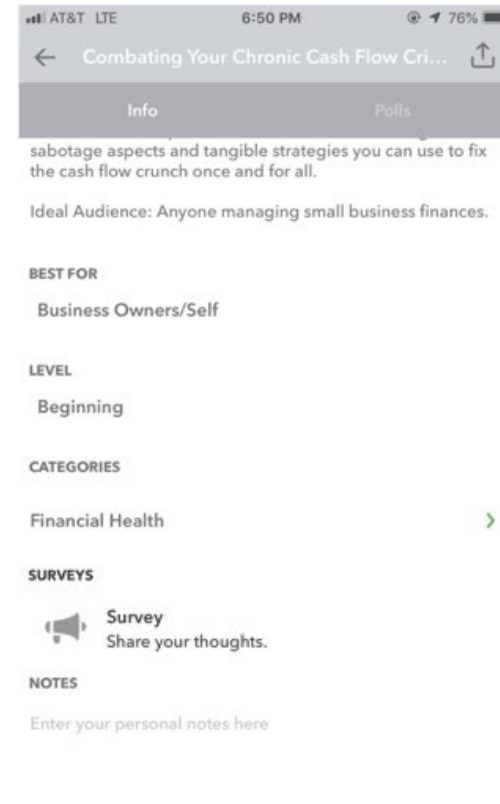
## 1. Select Sessions



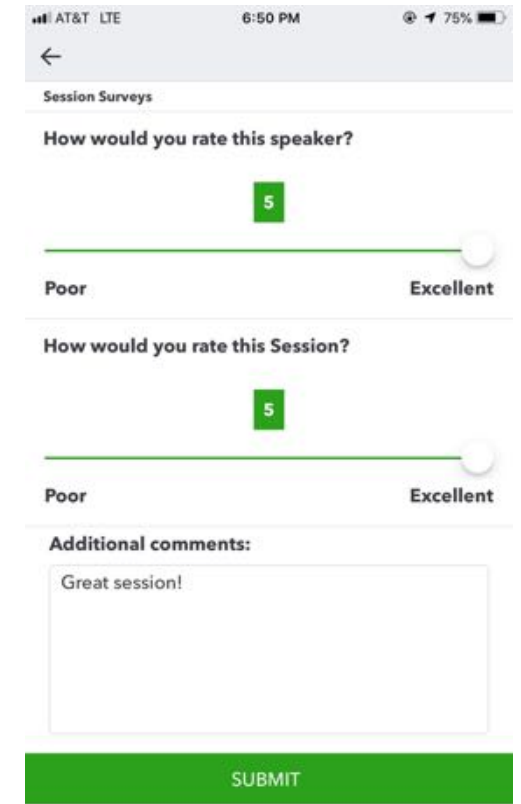
## 2. Select Session Title



## 3. Select Survey



## 4. Add Ratings



# Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks Connect agenda page for November 7. The header includes the QuickBooks Connect logo, navigation links (Why Attend, Agenda, Speakers, Pricing, Sponsors, Travel, FAQ), and a 'Register now' button. The date 'November 7' is highlighted, with 'November 6: Accountant Day' and 'November 8' also visible. A 'Print Agenda' link is in the top right. Below the header, a paragraph describes the event: 'Get new insights from experts in business growth, organizational culture, financial health, technology and life skills. Book a Braindate with peers and expert consultant for one-on-one learning. Unwind in the evening with our legendary celebration.' A search bar labeled 'Search for sessions' is present. Below the search bar are filter buttons: 'Business Growth', 'Life & Business Skills', 'Organizational Culture', 'Technology Training', 'Advisory', and 'Financial Health', followed by an 'Expand all +' link. The agenda list shows sessions for November 7. The first session is 'Registration, Breakfast & Exploration' from 7:30-7:00 am. The second is 'Braindates' from 7:30-10:30 am, with a description: 'New this year, you can use Braindates to book time with fellow attendees, expert consultants and the QuickBooks support team. [Learn more](#)'. It also notes 'Best for: All Audiences' and 'CPE Hours: not eligible'. The third session is 'Yoga' from 8:00-8:30 am. The fourth is 'Breakout Sessions' from 8:00-8:45 am, which includes several sub-sessions: 'Small Business Meetup: Relationship Marketing and the Power of Human Connection', 'Small Group Discussion: Social Media Strategy', 'Small Group Discussion: Showing up - Why What You Wear Matters', and 'Small Group Discussion: Build Your Dream Bookkeeping firm'. Each session has a '+' icon to its right for more information.



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