

Small business owners face an ever-growing list of challenges just to keep their businesses afloat. We know that every dollar counts—that's why we've put together this guide highlighting ways business owners can keep as much of their hard-earned money as possible in *their* pockets and *out* of Uncle Sam's.

Inside you'll find:

- > Steps and checks to make during each quarter of the year
- ➤ Specific tax saving strategies for both sole proprietors and S-corporations
- Insider tips from experienced tax professionals and business owners who have been where you are

Your annual guide to maximizing your business profits (and minimizing your tax burden)

Q1



Entity Structure

Q1 is the perfect time to look at your entity structure. Depending on what your business earned and/or how much you may have grown over the last few months, a change could save you significant money in the year ahead.



Update Business Strategy/Projections

Take a look at your earnings last year. How do your projections for the year ahead line up with your strategic goals? Do you have a plan in place to achieve those goals?



KPI Review

"What gets measured gets done."

Key Performance Indicators (KPIs) are used to track your business' progress toward specific goals. Review where you stand and make strategic/operational improvements, create analytical basis for decision making, and focus attention on what matters most. Be sure to also set trackable targets to measure your future success.

Take Control of Your Business

Use this guide as a starting framework to assess your business finances each quarter. You'll find quick and easy places to look for tax savings and profit increases inside each section below.

Q2



Augusta Rule

Renting your home to your business can create an opportunity for some tax-free income to you (and a tax deduction for the business).



Hiring Your Kids

As you look toward summer you can hire your kids to work for your business. It'll decrease your taxable income while setting them up to earn money for their own futures.



Quarterly Estimate Payment Review

You've been paying estimated taxes based on last year's tax numbers. Take a look in Q2 to see if what you're earning measures up. You may need to raise or even lower your estimated tax payments.

Q3



Employee Benefits Optimization

Do you have a retirement plan? Is it optimized for you as the owner? If you have a SIMPLE IRA, are you maxing it out? If so, you can explore moving to a SIMPLE 401K. Do you have the right healthcare, sick leave, and vacation plans in place?



Operational Efficiencies

Explore your revenue margins. Where are your profits coming from? Are any areas bloated when compared to the previous year? How do your labor and cost of goods compare from year-to-year?



Continuity Document Review

Do you have disaster recovery, transition, and buy-sell agreement documents in place? Are you single or family-owned, and who is designated to take over the business? Make sure that people named are still alive and willing to take on new roles.

Q4



End-of-Year Tax Planning

Remember that tax savings takes spending. Assess the following year and note any strategies you didn't use, like hiring kids/spouse or tapping into business credit card rewards.



Business Planning for Next Year

Can you buy equipment or a vehicle to get income off the books? Can you buy or sell off inventory to adjust your bottom line?



Quarterly Estimate Payment Review

It's time to once again assess if what you've been earning this year equates to the estimated tax payments you've been making. If not, now is a great time to make up the difference.

Sole proprietor or S-Corporation owner?

As you look toward filing your IRS forms each April, be sure to check the next two pages for some specific tax savings tactics to employ in your business this year.



Vehicle Expenses: There are major tax savings combining the heavy vehicle and home office deductions. Quick deductions are produced by purchasing a heavy vehicle. A home office that qualifies as a principal office eliminates commuting miles, which can dramatically increase a vehicle's business-use percentage.



Deduct Your Health Insurance Premiums with a Section 105 Plan: If you hire your spouse as an employee in your business, you may reimburse the employee-spouse for family medical expenses, turning those reimbursements into business expenses that are deductible as employee welfare benefits. You cover your employee-spouse with family coverage, plus you, the employer-spouse, get coverage.



Employ Your Spouse: Instead of paying your spouse wages on a W-2, you can reimburse his or her medical expenses. This not only reduces your FICA tax expense, but also allows you to use medical expenses as a deduction against your business income.



Cell Phone Expenses: When a sole proprietor provides an employee with a smartphone or similar telecommunications equipment primarily for non-compensatory business reasons, it is considered a working condition fringe benefit that is excludable from income. The business can reimburse the employee for the full cost of the phone expenses (including the personal use) and deduct this amount on Schedule C. The reimbursement is taxfree income to the employee. As a sole proprietor, you may deduct the business use percentage of your smartphone expenses and depreciate or expense the cost of the device itself.

Sole Proprietor / Schedule-C

Rent from Your Spouse: If you own an office building or other assets, a rental arrangement with your spouse could significantly cut your self-employment

taxes by enabling you to move income

from Schedule C onto Schedule E.

Schedule E. unlike Schedule C. does not

Travel Expenses: When traveling to a

destination within the United States for

business purposes, with the majority of

your trip spent doing business, you may

deduct 100 percent of your direct-route

transportation expenses, plus meals and lodging for business days. Traveling outside of the United States for business purposes for fewer than seven

days allows deducting 100 percent of

your transportation costs getting to and

from your foreign business destina-

tion-even if you work only one day

-plus meals and lodging for business

Employ Your Child: When you hire your child, you shift taxable income from a higher tax bracket to a smaller, or even zero, tax bracket. Schedule C taxpayers

are also exempt from FICA when they

employ their children who are under

age 18. Additionally, each child can earn

up to the standard deduction amount

without paying any federal income

Home Office Expenses: The home

office deduction allows you to convert a

portion of your nondeductible personal

expenses, such as utilities and

insurance, into deductible business

expenses and to depreciate a portion of

your home as business property. Having

another office outside the home does

not preclude you from claiming the

days.

taxes.

home office.

give rise to self-employment taxes.

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Reduce Owner's Wages: You can cut payroll taxes on the S-Corporation owner's salary by potentially thousands of dollars. Many owner/employees are paving too high of a salary to themselves, resulting in overpaying payroll taxes by thousands of dollars.

Deduct S-Corporation Owner's Health Insurance Premiums: The S-Corporation establishes the health insurance plan for the owner. The health insurance premiums are then included on the owner's W-2 taxable wages. As long as the owner qualifies for the self-employed health insurance deduction, it is claimed on the owner's 1040.

Employ Your Child: The S-Corporation owner must pay payroll taxes on the child's wages, but the savings come with the family's decrease in income taxes. Each child can earn up to \$12.950 in 2022 without paying any federal income taxes.

Rent Your Home to Your S-Corp: An S-Corporation owner may rent their entire home to the S-Corporation for 14 days or less during the year and get big tax deductions. The corporation can deduct the rent, and the owner can realize this income completely free of income tax.

Sell Your Home to Your S-Corp Before Converting It to a Rental Property: When a homeowner plans on converting their personal residence into a rental property, there are big tax savings by first selling the home to their S corporation. The owner can avoid taxes on the sale with the home-sale exclusion of \$250,000 gain (\$500,000 if married). Additionally, you increase the rental property's depreciable basis which provides for greater depreciation deductions for the property.

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Cell Phone Expenses: When an S-Corporation provides an employee with a smartphone or similar equipment primarily for non-compensatory business reasons, it is considered a working condition fringe benefit that is excludable from income. The corporation can reimburse the employee for the full cost of the phone expenses (including personal use) and deduct this amount on the corporate tax return. The reimbursement is tax-free income to the employee.



Home Office Expense Reimbursement: When the S-Corporation owner uses a home office, the corporation may reimburse him or her for the expenses. This is a deduction for the corporation and tax-free income to the owner. You may deduct this as "Office Expenses" on the corporate return.



Depreciation Expense Reimbursement: The S-Corporation can reimburse the owner for depreciation expenses (as well as Section 179 expenses) related to businesses of a vehicle and home office when the asset is used in the business. This is a deduction for the corporation and tax-free income for the owner. You may deduct this as "Reimbursement for Employee Business Expenses."



Vehicle Expense Reimbursement: There are major tax savings combing the heavy vehicle and home office deductions. Quick deductions are produced by purchasing a heavy vehicle. A home office that qualifies as a principal office eliminates commuting miles, which can dramatically increase a vehicle's business-use percentage.



Travel Expenses: When the S-Corporation owner incurs travel expenses in connection with work in the business, it's imperative the owner seek reimbursement from the corporation. In order for the corporation to deduct these expenses, the owner must submit an expense report and be reimbursed.

About SYM Financial Advisors

At SYM Financial Advisors, we work with business owners to develop a proactive tax strategy that maximizes their profits. It is our job to help you earn more, grow faster, and pay as little in taxes as legally possible.

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