Etienne Consulting

Starting Out Right

Fundamentals of Setting Up a New Business



Etienne Consulting





- CPA with 26+ year career in public accounting
 - Owned CPA firm in Silver Spring for 17 years
 - Provided training on entrepreneurship and small business taxes for the Silver Spring Chamber of Commerce, BNI and CPCUG - Entrepreneurs & Consultants
- Lifelong Marylander born in Baltimore, grew up in Columbia, and lives in Silver Spring, Maryland, with her husband and Doug, their American bulldog

Jina Etienne, CPA, CGMA, CDE®

CEO, Etienne Consulting, LLC

(She/her)



Think of your business as a box

Each box represents a different type of business entity





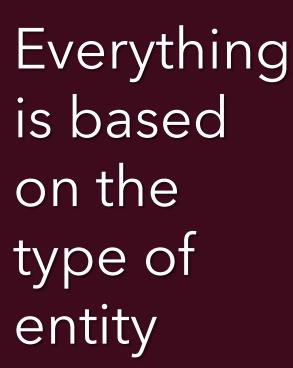




Business Structure (type of box)

- The entity recognized by the state as the organization conducting business
- Entity type determines filing requirements
 - Income tax forms
 - If the self-employment tax applies
 - Annual reports with the state
- Level of personal liability protection varies by entity







Sole Proprietor

You are using a trade name (i.e., "doing business as...")

Limited Liability Company

You are doing business in the name of the LLC

Corporation

You own the company that is doing business.



Entity Comparison

Business Type	Separate Business Entity?	Subject to Self- Employment tax	Income Tax Form
Sole Proprietor	No	Yes	1040, Schedule C
Limited Liability Company	Yes	No	Depends on tax structure
Corporation	Yes	No	1120



Frequently Asked Questions

Does an LLC will shield me from personal liability and protect my personal assets?

Probably Not

Do I need a separate bank account?

LLCs & Corporations: Yes Sole Proprietors: Recommended

If I need help, I can use independent contractors instead of hiring employees?

Most of the time

I heard I should be an S Corporation. Is that true?

It depends

Does a sole proprietor need to register with the State of Maryland?

Yes, if you want to use a *Trade*Name (i.e., "doing business as" name)
(see additional resources)

Let's talk about "limited liability"



Let's talk about "limited liability"



Let's talk about "limited liability"

Insurance (varies by business type)

General Liability Insurance

Business Interruption Insurance

Commercial Property Insurance

Business Owners Policy

Commercial Umbrella Insurance

Cyber Liability Insurance

Errors and Omissions Insurance

Commercial Auto Insurance

Technology Errors and Omissions Coverage



Let's talk about accounting



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What counts as income?

Everything, unless you can explain otherwise

- Cash (date received)
- + Check (date received)
- + Stripe (date received)
- + Venmo (date received)
- + PayPal (date received)
- + Zelle (date received)



Let's talk about accounting



What expenses are deductible?

Nothing, unless you can explain otherwise

- Cash (date paid)
- Check (date written)
- Credit Card (date charged)
- Venmo (date sent)
- PayPal (date sent)
- Zelle (date sent)





What deductions are allowed?

- No pre-defined, set or specified list
- Must meet two standards:

Ordinary

Common, Expected, Customary, Typical AND

Necessary

Helpful, Appropriate, Tied to the business

Based on what is reasonably expected for your industry or type of business

Section 162(a) of the Internal Revenue Code



Examples of Common Business Expenses

Common Expenses

- Office administration (i.e., office supplies., postage, etc.)
- Software licenses & fees
- Marketing & promotion
- Dues & subscriptions
- Education & training
- License fees
- Travel for business trips (tickets, lodging, taxi/Uber/Lyft)

Caution: Special Rules Apply

- Meals & entertainment
 - Limited to 50%
 - Exception for travel meals (not entertainment)
- Major purchases (i.e., computer)
- Insurance (except disability)
- Taxes (rules vary by type)
- Auto expenses
- Home office





Business Profit (or Loss)



Profit

Received more than you spent



Business Profit (or Loss)

Loss

You spent more than you received





What is the Self-Employment Tax?

Federal Insurance Contribution Act, known as FICA

12.4% Social Security

2.9% Medicare

= 15.3% Total FICA

1/2 by employee

1/2 by employer





Employee FICA

John Limited, P.O. 8	Box 3827, Hastings,	32145		EARNINGS ST	ATEMENT
EMPLOYEE NAM	IE.	SOCIAL SEC.ID	EMPLOYEE ID	CHECK No. PAY PERIOR	PAY DATE
John	Smith	XXX-XX-4444	1001	106944 09/24/13-10/07/	13 10/10/13
INCOME	RATE	HOURS CURRENT TOTAL	OLDOCI ZO	CHOOSELT TOTAL	YEAR-TO-DATE
GROSS WAGES		2,000.00	FICA MED TAX FICA SS TAX	29.00 124.00	580.00 2,480.00
			SED TAX	322.26	6,445.19
YTD GROSS 40,000.00	9,505.19	YTD NET PAY 30,494.81	TOTAL 2,000.00	DEDUCTIONS 475.26	NET PAY 1,524.74

\$ 153 by Employee + 153 by Employer \$ 306 Total FICA



Self-Employment Tax

Federal Insurance Contribution Act, known as FICA

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12.4% Social Security
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+ 2.9% Medicare

= 15.3% Total FICA

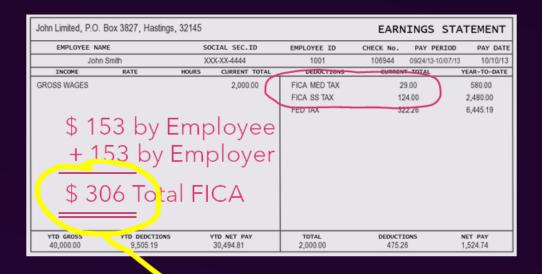
1/2 by employee
1/2 by employer

Self-Employment Tax = 100%





Employee FICA vs Self-Employment Tax



Business Profit \$2,000

Social Security (12.4%) 248

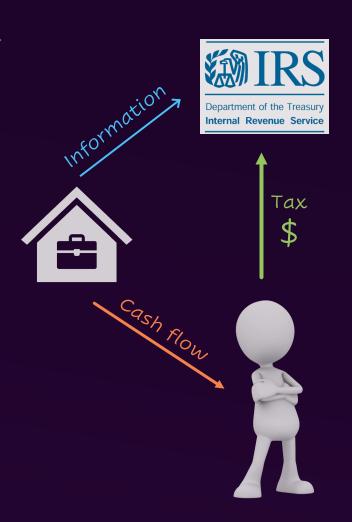
Medicare (2.9%) + 58

Self-Employment Tax \$ 306



What is an "S Corporation"?

- A tax structure, NOT a type of legal entity
- S Corporation sends income information to the IRS and business owner
- Tax is paid on the owner's personal tax return
- Primary advantage is to reduce the self-employment tax
- Beneficial for profitable businesses with significant taxable income



Etienne Consulting



Contact Information

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(She/her)

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Additional Resources



Getting Started

- Search state records to confirm the availability of your business name
- Form your business
 - Apply for a Trade Name
 - File Articles of Incorporation (corporation) or Articles of Organization (LLC)
- Federal Tax ID number (online)Open a business bank account
- If needed, apply for a business credit card
 - (Business loans can be difficult for new businesses (may require a history of profit))
- Obtain insurance (professional liability, errors and omissions, etc.)



Maryland Annual Report

- Required to remain in "good standing"
- "Not in Good Standing" means the business entity is not in compliance with one or more Maryland laws, such as
 - Failing to file an annual report
 - Failing to pay fines or penalties
 - Not having an active resident agent
- Can lead to forfeiture
 - Right to conduct business in the State of Maryland has been relinquished, and it has no right to use its name
 - For corporations, it means the business does not exist under Maryland State Law
- Articles of Revival (corporations) or Reinstatement (LLCs) to return business to "good standing"



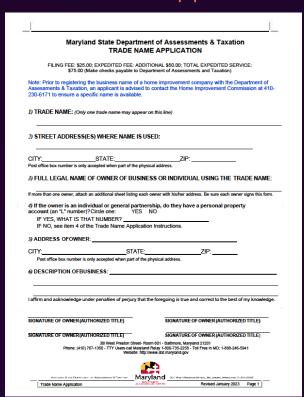
Links & Resources

- Maryland Business Express: https://egov.maryland.gov/BusinessExpress
- Business Entity Search: <u>https://egov.maryland.gov/BusinessExpress/EntitySearch/Search</u> (Step-by-step instructions can be found here: https://secretaryofstate.com/Maryland)
- Maryland Business Forms: https://dat.maryland.gov/Pages/sdatforms.aspx
 (see next page for direct links to individual forms)
- IRS EIN Online Application: https://www.irs.gov/businesses/small-businesses/small-businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online
- Maryland New Business Checklist: <u>https://dat.maryland.gov/businesses/Pages/Maryland-Checklist-for-New-Businesses.aspx</u>



New Business Set-Up Forms (click image to download)

Trade Name Application



https://dat.maryland.gov/SDAT%20Forms/ nameappl.pdf

Articles of Incorporation

ARTICLES	OF INCORPOR	ATION FO	R A STOCK COR	PORATION
FIRST: The undersigned				
whose address is				, being at least eighteen years
of age, do(es) hereby form a corpo	ration under the law	s of the State		, being at least eighteen years
SECOND: The name of the corpo	oration is			
THIRD: The purposes for which the	ne corporation is for	med are as	ollows:	
FOURTH: The street address of t	he principal office of	f the corpora	tion in Maryland is	
FIFTH: The name of the resident	agent of the corpora	ation in Mary	land is	
whose address is				
	prityto issue_		shares at \$	par value pershare.
SIXTH: The corporation has author SEVENTH: The number of director decreased pursuant to the bylaws	ors of the corporation.	The name(s)	which n	umber may be increased or
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https://dat.maryland.gov/SDAT%20Forms/ stock.pdf

Articles of Organization

	ARTICLES OF ORGANIZATION	
	The undersigned, with the intention of creating a Maryland Limited Liability Company files the	
follov	wing Articles of Organization:	
(1)	The name of the Limited Liability Company is:	
(2)	The purpose for which the Limited Liability Company is filed is as follows:	
(3)	The address of the Limited Liability Company in Maryland is	
(4)	The resident agent of the Limited Liability Company in Maryland is	
whos	e address is	
	e address is	
(5) Signa	(6)	
(5) Signa	(6) Signature of Resident Agent ature(s) of Authorized Person(s) g party's return address:	

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Annual Reports

Annual Report: Corporations & LLCs

RIMENT OF FILE	onlin	e at Bu	siness	Express	Maryland.gov	or send th	is fil	lable form	(FORM 1) in and payment to RYLAND 21297-10	Eorm :
Do not send this sectived By Department Do not make as	s form v ny handr	a email no uritan char	rfex. Do no nges, come	t send multipl stons or eddit	e businesses in the ser ions to the data, or to the	ne envelope. se form after i	Meded tis prin	forms must led, exceptly	be typed using this filleb your original signature a	de form. Initial / Am nd dele.
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Domestic Limited Liability Company	Ш	19	\$201	Ping	Located Locatedy Comp	parry	4	\$300	April 18, 2028	This Home Day
Donate Contact Colony Patricing	10		\$201		anakad Laubiddy Parksa		E.	\$300	April 18, 2028	E. Awaren Frequent Do
Donate Web Corporates	100	υ	\$201		Foreign Work Oxygon		P	\$300	Jan 17, 2508	The Point Dear Lifery
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Donastic Salatory Irost		A3	\$201 \$201	<u> </u>	rouge Limited Parties Poruga Statutory		r	\$300		
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PRESIDENT'S STREET ADDRESS	_	WOS PR	EBI DENT	B BT REET #	CORESS SECRE	ARYS STR	ea v	DDREES	TREASURERS	TREET ADDRESS
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Annual Report: Sole Proprietors

BUSINESS PERSONAL PRO MARYLAND STATE DEPARTMENT OF ASSE TAXPAYER SERVICES DIVISION P.O. BOX 17832	SSMENTS AND TAXATION	2024 Form 2 Due April 15th
SECTION I - ALL ENTITIES COMPLETE - [] CHECK HE	RE IF THIS IS AN AMENDED RETURN	Date Received by Department
1. Check One:		
[] SOLE PROPRIETORSHIP [] GENERAL	PARTNERSHIP	
2. NAME OF OWNER		
MAILING ADDRESS Check here if this is a change of mailing address.		
DEPARTMENT ID NUMBER Required in order to correctly credit your account	L	
 FEDERAL EMPLOYER IDENTIFICATION NUMBER (9-digit number assigned by the IRS) 		
6. NATURE OF BUSINESS:		
7. TOTAL GROSS SALES		
L. PLEASE PROVIDE THE ACTUAL, PHYSICAL LOCATION C P.O. Boxes are not acceptable. [] Check here if this is a Street Address/Suite No.		ND.
City/Town, County & Zip Code		
B. Is any business conducted in Maryland? C. Fiscal year start date: Fisca D. Does the business own, lease, or use personal property located in the Yes. No.	•	al []Yes[]
	e, transfer, or disposal of property in 2 y answering no and signing, you are al	023. Otherwise, yo testing that the
Does the business own, lease, or use personal properly, ind Original cost of \$20,000 or more? Note: If you answered "No" and you reported prop you must complete the Form SD-1 to report the sal may proceed to the signature section on page 3. B	e, transfer, or disposal of property in 2 y answering no and signing, you are al al original cost that is less than \$20,000	023. Otherwise, yo testing that the on January 1, 202
E. Doss the business own, lease, or use personal property, ind Original cost of \$20,000 or more? Note: If you answered *No* and you reported prop you must complete the Form 8D-1 to report the sal may proceed to the signature section on page 3. B business personal property of this entity has a tota	e, transfer, or disposal of property in 2 y answering no and signing, you are al al original cost that is less than \$20,000	023. Otherwise, yo testing that the on January 1, 202
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Articles of Revival (corporation)

	ARTICLES OF REVIVAL
	FOR
_	
	rt exact name of corporation as it appears on records of the Maryland State Department of Assessmen [axation]
FIRS	T: The name of the corporation at the time the charter was forfeited was:
SEC	OND: The name which the corporation will use after revival is:
THIR	ID: The address of the principal office in the state of Maryland is:
_	
FOU	RTH: The name and address of the resident agent is:
CICT	Nr. Those Artislas of Revival are for the surgeon of revision the shorter of the correction
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https://dat.maryland.gov/SDAT%20Forms Articles_of_Revival.pdf

Articles of Reinstatement (LLC)

ARTICLES OR	CERTIFICATE OFREINSTATEMENT
The name of the entity at the time of its car	ncellation:
The name the entity will use upon reinstate	ement:
The address of the entity's principal office	in Maryland (a P.O. Box cannot be used):
The name and address of the entity's resid	lent agent in Maryland (a P.O. Box cannot be used):
The name and address of the entity's resid	dent agent in Maryland (a P.O. Box cannot be used):
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The name and address of the entity's resident in the state of the entity's resident in the state of the state of the state of the above-named entity.	fent agent in Maryland (a P.O. Box cannot be used): I hereby consent to my designation in this document as resident agent for this entity.
I swear under penalties of perjury that this is an authorized act of	I hereby consent to my designation in this document as resident agent
I swear under penalties of perjury that this is an authorized act of	I hereby consent to my designation in this document as resident agent for this entity. (SIGNATURE OF RESIDENT AGENT)
I swear under penalties of perjury that this is an authorized act of the above-named entity.	I hereby consent to my designation in this document as resident agent for this entity. (SIGNATURE OF RESIDENT AGENT)

https://dat.maryland.gov/SDAT%20Forms/ reinstatement.pdf