Tax Tips for Amazon Sellers

Laura Messerschmitt, Outright





- Two types of taxes
 Income
 - 1099-K
 - Staying Compliant: Common Mistakes by Amazon sellers
 - Deductions: Common deductions taken by Amazon sellers... are you saving as much on taxes as you could?
 - •Sales

• If requested: How Outright Works

For the purposes of this presentation, we are assuming you are a sole proprietor or LLC



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Annual Income Taxes

Income Tax Filing is due April 15th



(unless you file for an extension - 10/15)



When do you pay your income tax?

Estimated Taxes = $1/4^{th}$ of your annual income tax

It is paid on:

- Jan 15
- April 15
- June 15
- Sept 15

		Tear off r	iere								
Fom	1040-ES Department of the Treasury Internal Revenue Service	2012 Estimate	d Tax	Payme Vouche		OMB No. 15	45-0074				
		payment of estimated tax by check or mor money order payable to "United States Tr				ed tax you are pa					
soc	ial security number and	"2012 Form 1040-ES" on your check or ma taple or attach, your payment with this vou	oney order. Do not send	by check o money ord	r	Dollars	Cents				
	Your first name and i	nitial	Your last name		Your s	ocial security nur	nber				
l g	If joint payment, com	plete for spouse									
type	Spouse's first name a	and initial	Spouse's last name		Spouse's social security num						
5											
Print or	Address (number, str	reet, and apt. no.)									
<u>م</u>											
	City, state, and ZIP c	ode. (If a foreign address, enter city, pro	vince or state, postal code, a	nd country.)						
	ony, state, and zim code, in a longin audress, enter ony, province of state, postal code, and codinary,										
_											

"Quarterly Estimated taxes" are just your annual income taxes paid quarterly.

Big For Amazon Sellers:

	CTED		
FILER'S name, street address, city, state, ZIP code, and telephone no.	FILER'S federal identification no. PAYEE'S taxpayer identification no.	OMB No. 1545-2205	Merchant Card and Third Party Network Payments
	1 Gross amount of merchant card/third party network payments		y code Copy A For Internal Revenue
Check box if FILER is Payment Settlement Entity (PSE) OR Check box if FILER is Electronic Payment of ator (El // Third Party Payer (TPP)			Service Center File with Form 1096.
PAYEE'S name	addanta	Sd April	For Privacy Act and Paperwork Reduction Act Notice, see the
Street address (including apt. no.)	\$ 5e May \$ 5g July	S 5f June S 5h August	2011 General Instructions for Certain Information Returns.
City, state, and ZIP code	\$ 5i September	\$ 5j October	
PSE'S name and telephone number	\$ 5k November \$	\$ 51 December \$	
Account number (see instructions)			
Form 1099-K Cat. No. 54118B Do Not Cut or Separate Forms on This Page	IRS.gov/form1099k — Do Not Cut		Freasury - Internal Revenue Service Forms on This Page

The 1099-k is a form that Amazon sends to you and to the IRS to report your revenue

Who gets a 1099-k?

- Amazon will be sending them around 1/31
- You get one if:
 - You had \$20,000 or more in sales AND
 - You sold 200 or more items
- Notes:
 - The limits are based on the total of all of your Amazon accounts
 - You can also get one from Etsy or PayPal... but same limits apply



What do I do with my 1099-K?

- <u>Reconcile</u>... make sure it's right
- <u>Expenses</u>... lower your taxes
- <u>Deductions</u>... lower your taxes
- <u>Double</u> Check... your gross receipts

REDD It!

SCHEDULE C (Form 1040) Profit or Loss From Business (Sole Proprietorship)								OMB No. 1545-0074				
	Department of the Treasury Internal Revenue Service (99) Attach to Form 1040, 1040NR, or 1041; partnerships generally must file Form 1065.							lec	Attachment Sequence No. 09			
Name o	of proprietor								Socia	l secu	rity number (SSN)	
A	Principal busines	s or professio	n, including product or servi	ce (se	e instru	ctions)			B Ent	er cod	le from instructions	3
С	Business name.	If no separate	business name, leave blank						D Em	ployer	ID number (EIN), (se	ee instr.)
E	Business addres	s (including su	uite or room no.) 🕨								· · · · · ·	
	City, town or po	st office, state	, and ZIP code									
F	Accounting met	nod: (1) 🗌	Cash (2) Accrual	(3) 🗌 (ther (spe	cify) 🕨					
G	Did you "materia	Illy participate	in the operation of this bus	iness	during	2011? If "	No," see inst	ructions for li	mit on	losse	s . 🗌 Yes	No No
н	If you started or	acquired this I	business during 2011, check	(here						•		
1	Did you make any payments in 2011 that would require you to file Form(s) 1099? (see instructions) .						ons)			🗌 Yes	🗌 No	
J		or will you file	all required Forms 1099?								🗌 Yes	No No
Par	Income											
1a			payments. For 2011, enter -			1a			_			
ь	Gross receipts o	r sales not ent	ered on line 1a (see instruct	ions)		1b			_			
c	Income reported	to you on For	m W-2 if the "Statutory Emp	oloyee'	box o	ן ו						
			 See instr. before completing 			1c						
d			es 1a through 1c						1d			+
2			ny other adjustments (see in						2	_		
3			<u> </u>						3	_		<u> </u>
4			12)						4	_		<u> </u>
5	•		rom line 3						5	_		<u> </u>
6			al and state gasoline or fuel t					,		_		<u> </u>
			1d6						7			
	Expenses		Enter expen	ses fo			-	-	_	_		
8	Advertising		8		18		xpense (see i	,	18	-		<u> </u>
9	Car and truck ex		-		19		and profit-sha		19	-		<u> </u>
	instructions).		9		20		lease (see ins					
10	Commissions ar		10		а			nd equipment				<u> </u>
11	Contract labor (see instructions) 11 b Other business property								201			1



Reconcile

REDD

outright				
Overv	iew Incom	e Expenses	Reports Tax	es
Annual Taxes Quarterly Taxes S	ales Tax 109	99-К		
1 Gross amount of merchant card/t party network payment	hird	PayPal in 2011. Now what do I	do? in Box 1 as your mini	should have received from mum possible entry on your Next Step »
\$42,564				
5a January \$4,964 Click the amounts transactions behin	to see the	560		
5c March \$5,509	5 d	April \$2,786		
5e May	5f	June		
\$4,098		\$3,762		
5g July	5 h	Aug		
\$6,087		\$4,421		
5i September	5j	October		
\$1,098		\$3,653		
5k November	lk	December		
		\$1,564		



Which of these are included?

- Shipping revenue
- Sales tax collected
- Fraudulent payments received
- Personal payments received (PayPal)
- Sales that were returned





REDD

St outright	Z Builders 😜 \$77,865.46 Profile Account	Help Log Out
_	Overview Money In Money Out Reports Taxes	_
Profit & Loss	Your Spending	Chart Table
Types of Income	View by: From: To:	
Best Customers	Monthly - November - 2010 - Apert Violate	0
Biggest Vendors		
YourSpending	Product \$36,318.90	
Sales by State	Shipping: \$6,268.81 PayPal Fees \$2,080.86 Refund to buyer \$548.27 Supplies \$486.85 Unusable product \$382.50 Mileage \$366.74 Other expenses \$40.00 Taxes and licenses \$33.08	



Commonly Missed Expenses

- Marketplace Fees
- Obsolete Inventory
- Attending SCOE
 - Baggage Fees





Deductions

- Make sure that you are taking all of the deductions you legally can
- We'll talk about common deductions for Amazon sellers soon





Double Check

SCHEDULE C (Form 1040) OMB No. 1545-0074 Department of the Treasury Internal Revenue Service (39) Por information on Schedule C and its instructions, go to www.irs.gov/scheduler > Attach to Form 1040, 1040NR, or 1041; partnerships generally must file Form 1065. Q 0 11 Attachment Secure X Name of proprietor Social security number (SSN) A Principal business or profession, including product or service (see instructions) B Enter code from instructions > C Business name. If no separate business name, leave blank. D Employer ID number (EIN), (see instructions > E Business address (including suite or room no.) > City, town or post office, state, and ZIP code D Employer ID number (EIN), (see instructions or limit on losses Yes No H fit you started or acquired this business during 2011, check here > Yes No J Did you "materially participate" in the operation of this business during 2011, lettek here > Yes No J If 'Yes,'' did you or will you file all required Forms 1099? 1a Id Yes No J If 'Yes,'' did you or for sales not entered on line 1a (see instructions) 1b 1a Id Id I No If 'Yes,'' did you or will you file all required Forms 1099? 1a Id Id	Double check Schedule C L exceeds your sales (Box 1)	ine 1d r	natche	es or
d Total gross receipts. Add lines 1a through 1c	IDID VOID CORR FILER'Sin street address, city, state, ZIP code, and telephone no. street address, city, state, ZIP code, and telephone no.		DMB No. 1545-2205	
4 Cost of goods sold (from line 42) 4 5 Gross profit. Subtract line 4 from line 3 5 6 Other income, including federal and state gasoline or fuel tax credit or refund (see instructions) 6		PAYEE'S taxpaver identification no.	2011	Merchant Card and Third Party
6 Other income, including federal and state gasoline or fuel tax credit or refund (see instructions) 6 7 Gross income. Add lines 5 and 6 7 Part II Expenses Enter expenses for business use of your home only on line 30.			Form 1099-K	twork Payments
8 18 Office expense (see instructions) 18 9 Car and truck expenses (see 19 Pension and profit-sharing plans 19	 >	1 Gross amount of merchant card/third party network payments	Merchant category code	For
instructions). 9 20 Rent or lease (see instructions): 10 Commissions and fees 10 a Vehicles, machinery, and equipment 20a	Check box if FILER is Payment Settlement Entity (PSE) OR	3	4	Internal Revenue Service Center
11 Contract labor (see instructions) 11 b Other business property 20b	Check box if FILER is Electronic Payment Facilitator (EPF)/ Third Party Payer (TPP)			File with Form 1096.
	PAYEE'S name	5a January \$	5b February \$	For Privacy Act
	Street address (including apt. no.)	5c March	5d April \$	and Paperwork Reduction Act Notice, see the
		\$	5f June \$	2011 General Instructions for Certain Information
	City, state, and ZIP code	5g July	5h August ©	Returns.
	Only, state, and ZIP code	5i September	5j October	-
	PSE'S name and telephone number	\$	\$	
		5k November \$	51 December \$	
	Account number (see instructions)	Ψ 1	Ý	

Outright.

Form 1099-K Cat. No. 541188 IBS.gov/form1099k Department of the Treasury - Internal Revenue Service Do Not Cut or Separate Forms on This Page

What do I need to do with it?

- Reconcile
- Expenses
- Deductions
- Double Check





- Two types of taxes
 - Income
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For the purposes of this presentation, we are assuming you are a sole proprietor or LLC



Inventory – All Shapes & Sizes

Inventory can be the items you resell



Or things that go into making the items you sell





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Inventory – 3 things to know

 Know your end of year inventory for taxes

• You can't expense inventory until you sell it (or scrap it... or donate it)

• It's not as scary as it may sound!



Paying Yourself a Salary

• No!*

*This is for sole proprietors who file a Schedule C





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More Money For Your **BUSINESS**



Home Office Deduction

Write off a percentage of your mortgage payment or rent and utilities

- Follow the IRS rules, like "exclusively and regularly"
- Take a picture of your home office





Contribute to Retirement

 Retirement plans aren't just for "big company" employees

Individual 401(K)SEP IRA



Both allow you to defer your profits (and taxes) until retirement





- Tracking Mileage:
 - Download Mile Bug or Outright for your smart phone
 - Take a picture of your odometer and the start and end of business trips
- Common Mistakes:
 - You get either cents per mile OR gas
 - You can only deduct interest paid





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Sales Taxes

Paid by your customer... but collected and submitted by you!

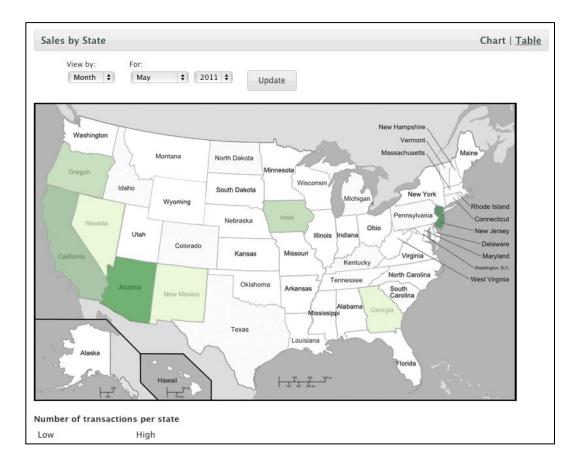




Sales Tax Steps

- <u>Nexus</u>... which states?
- Investigate and Register... Prepare to collect
- •<u>Collect</u>... Set up and Collect
- Track and Remit... Send in the money

Acronym: NICT





Nexus

Where do you have a physical location?

- Your house
- FBA Fulfillment Centers!!
- Selling at tradeshows
- Employee Locations (or helpers)
- Suppliers, in some unique circumstances
- States to watch:
 - California (if over \$1M)
 - Pennsylvania, Illinois, and Connecticut
 - South Carolina and Tennessee
- Eventually, there may be a national law...



Investigate and Register

• For each state, find out:

- Requirements
- Rates
- Exempt Items
- How to Register



Check out our resources page in your conference booklet for the link



The easy part:

- Collecting through Amazon... they charge a fee
- Not collecting, but paying anyways

Search Help:	Topic or Keyword	Search Seller Help
Tax Collection Services	Terms	

The following terms apply to the tax collection services Amazon makes available to Marketplace Professional sellers and Webstore sellers.

Registration. If you are a Marketplace Professional seller or Webstore seller, you may register for tax collection services by providing to Amazon, in the format and manner we require, collection settings for the jurisdictions for which you wish to collect taxes or other transaction-based charges that we support for your Marketplace Professional or Webstore transactions, and any related information we request.

Collection Services. We will collect sales and use taxes and other transaction-based charges supported by the functionality we make available for Marketplace Professional or Webstore transactions based on your collection settings and any related information we request.

Seller Type	Fee
Marketplace Professional	2.9% of all sales and use taxes and other transaction-based charges we collect
Webstore	Sales tax collection service fees are included in the Webstore Payment Processing and Fraud Protection fees calculated on total sales proceeds

Tax Collection Services Fees. If you use the tax collection services, you will pay us the following fees:



Track and Remit

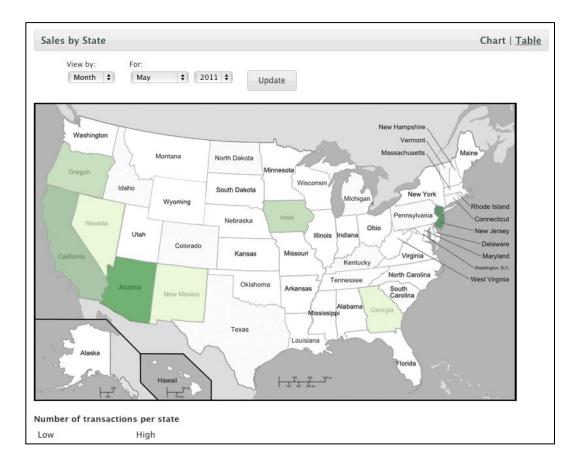




Sales Tax Steps

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Summary

• Income Tax REDD:

- Reconcile
- Expenses
- Deductions
- Double Check

• Sales Tax NICT:

- Nexus
- Investigate and Register
- Collect
- Track and Remit





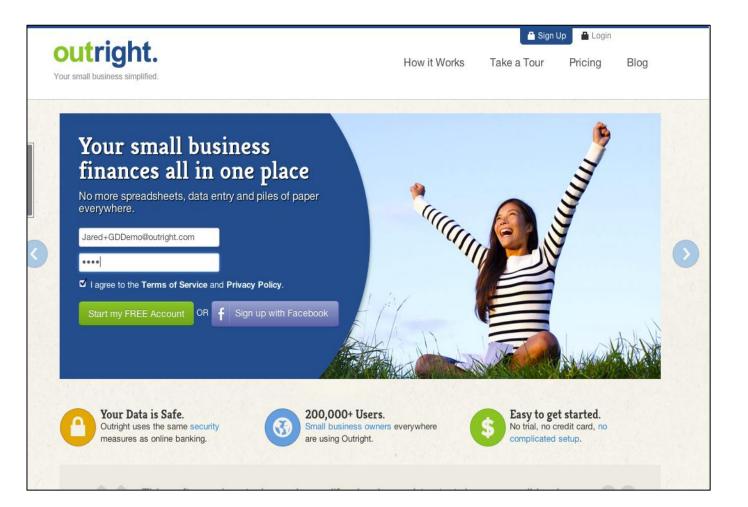
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Outright.com





Link Your Amazon Account

stright strigh	Jared+GDDemo@outright.com Log Out
Welcome to Outright	
Sell Products? Link your biggest sales channel.	Sell services? Link your most important credit card or bank.
Etsy Contraction C	Image: Link a Credit Card Image: Link a Bank Or
bigcartel	
I own an online store	
Don't see your store? Recommend a Marketplace	

- Secure, Read-only connection
- Outright imports and organizes your transactions outright.

st outright 🖉

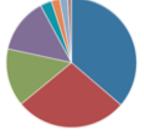
XYZ Sellers \$51,453.42 Profile

Accounts Help Log Out

<													
	Overview	Incon	ne	Expen	ses	Repo	rts	Taxes					
Money I have	\$161.42	2011 Prof	fit and	Loss								Viev	v Details
BUSINESS CHECKING	\$75.82	Income \$,	Year to	Date: \$	51,453.
Amazon	\$85.60	Expense:	\$7,964	.83									
Invoices		\$15k											
Other Transactions		\$10k											
Mileage Deductions													
Money I owe	-\$18.00	\$5k		_						t		t	Т
Etsy Account	-\$18.00	\$0											
Taxes	\$0.00		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Q4 Estimated Taxes Due 2 months from now	\$0.00	Money Go Expenses			v for N	ovemł	ber						
Sales Tax Due	\$0.00		~, 0		,								

Add an Account

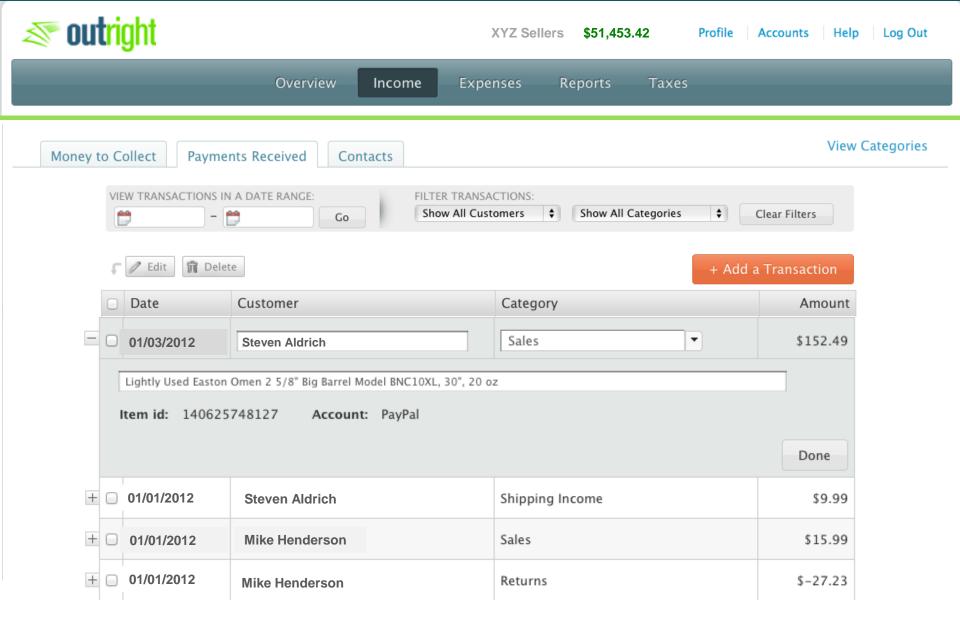
Refresh All



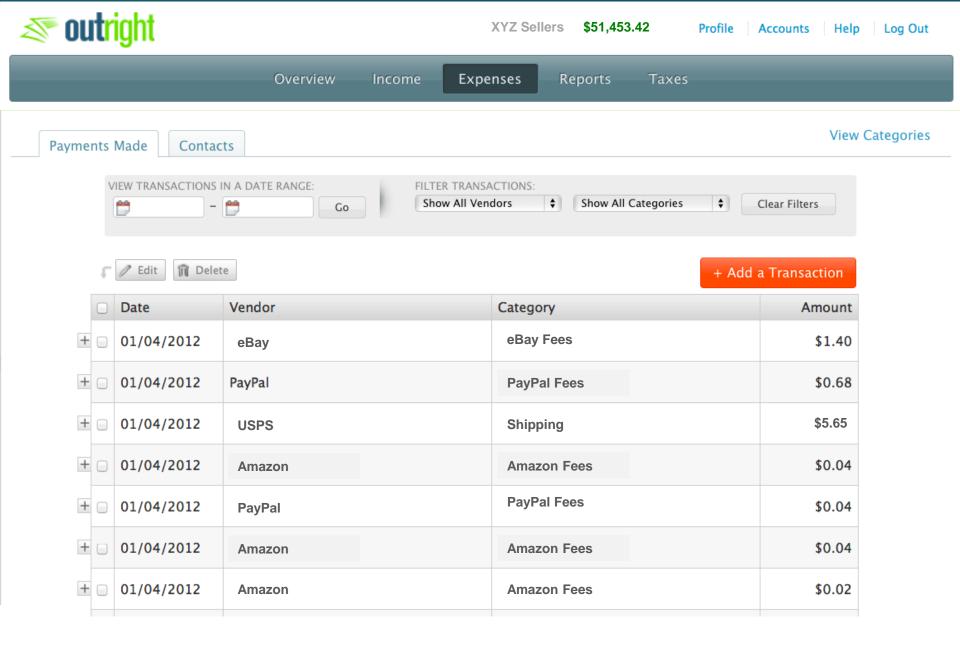


🔊 OU	tri	ght		2	XYZ Sellers	\$51,453.42	Profile	Accounts Help	Log Out
	i		Overview Income	Exper	nses Re	eports Taxes			
Money t	o C	ollect Paymo	ents Received Contacts					View	Categories
		W TRANSACTIONS		TER TRANSA	CTIONS:	Show All Categories	¢	Clear Filters	
	F	/ Edit 🕅 Del	ete				+ A	dd a Transaction	
		Date	Customer		Category			Amount	
+		01/04/2012	PayPal Inc Debit Card		Cash Back			\$12.81	
+		01/03/2012	Steven Aldrich		Sales			\$152.49	
+		01/01/2012	Steven Aldrich		Shipping In	icome		\$9.99	
+		01/01/2012	Mike Henderson		Sales			\$15.99	
+		01/01/2012	Mike Henderson		Returns			\$-27.23	













	Overview Income Expen	nses Reports Taxes	
Payments Made Contacts			View Categories
VIEW TRANSACTIONS IN A DAT	ATE RANGE: FILTER TRANSAC		Clear Filters
🖉 🖉 Edit 🕅 Delete		+ Add	a Transaction
Date Ver	endor	Category	Amount
- 01/04/2012 Pay	ayPal	PayPal Fees	\$1.40
PayPal Fee: 9PF53748X53	3709240	EXPENSE	
		Advertising Car and truck	
Account: PayPal		Contractors and freelancers	
		Cost of Goods Sold	Done
+ 01/04/2012 Pay	yPal	Credit Card Payment Etsy Fees	\$0.68
+ 🛛 01/04/2012 US	SPS	Estimated and Income Tax Payments	\$5.65
+ 01/04/2012 Ets	tsy	endynees antartainmant	\$0.04
+ 01/04/2012 Pa	ayPal	PayPal Fees	\$0.04
+ 01/04/2012 Et:	tsy	Etsy Fees	\$0.04
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Print Report





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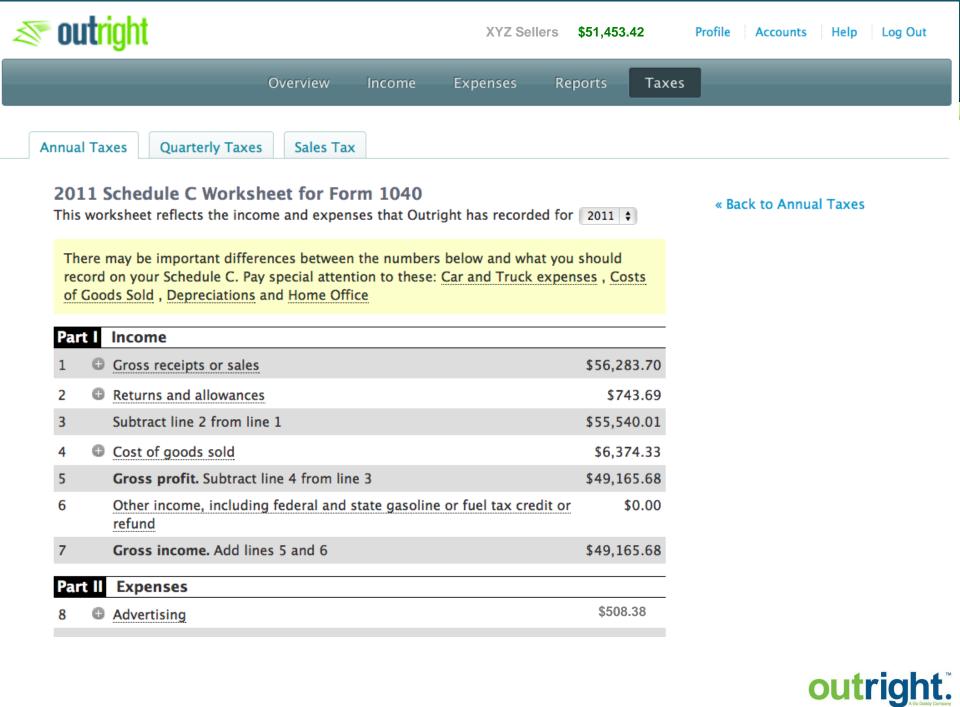


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Number of transactions per state







Outright Mobile....Available for iPhone! outright.



Questions?

Contact me at: <u>lauram@outright.com</u>

