

THE FINANCIAL EDGE

August 2024



COMMUNITY

Personal comments by Mary

In July my family held a wedding reception for my son, John and his new wife Alicia. The wedding was held in Arizona, where he now lives, but he wanted a family celebration in Wisconsin. We had a pig roast with fireworks. The celebration was amazing. I could not have been done without my family and their community of friends!

My brother, Tom and Connie, his wife, hosted the party on their 10 acres in Black Creek. The property was gorgeous! It looked just like a meticulously groomed park. Even the weather cooperated. We had a warm sunny day with no rain. The clouds held off until we could light the fireworks.

My whole family pulled together for this event:

■ Tom & Connie, cleaned out their garage, decorated, prepared a lot of the side dishes and many things that I was most likely not aware of. Connie also had her niece and her boyfriend help out. One helped with the serving the other helped parking cars and running the golf cart.

■ My sister, Jodi, pulled together her resources and came up with a large party tent, bar cooler, and had a trailer that was used to haul things. She also found a family friend, Scott, who would roast the pig and take care of the fireworks.

■ My niece, Jessie, found table and chairs from their Lions Club that we could use and pay a donation.

■ There were many others for set up and tear down.

My sister found a family friend, Scott, who would roast the pig and take care of the fireworks. It turned out that Scott has known my brother-in-law for 40 years, plus goes fishing with my brother. This is a small world. Scott also provided a spectacular fireworks display. Great way to end an evening!

Sometimes I take my family and community for granted. I am very blessed!

Mary Guldand-Lindstrom



"Mary knows her stuff and she knows her clients, she knows where the rules are and when you can push them and when you can't. She is not afraid to ask for other professional opinions. She has excellent support personnel and I wouldn't go anywhere else I can't say enough good about her. I wouldn't consider going anywhere else! I have been other places, other good places but she is the best."

*Pat Quinn,
Business Owner/Investor*

**WANT TO RECEIVE
OUR NEWSLETTER?**

Sign up on our website at
www.focus-cpa.com

Email Mary@focus-cpa.com

Call us at 920.351.4842



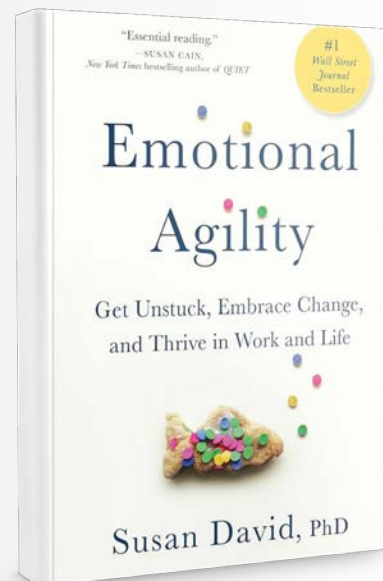
THE BOOK REVIEW

TITLE: Emotional Agility
AUTHOR: Susan David
TOPIC: Personal Development
EASY TO READ: \$\$\$\$\$ (5 out of 5 dollars)
APPLICABLE TO SMALL BUSINESS: \$\$\$\$\$ (5 out of 5 dollars)

Summary: The author shared a process to become more emotional agile by detaching from our emotions and behaving in an intentional manner that fits our values and goals. How to create a space between impulse and action.

My recommendation: Great Book! I applied the process and had success in changing my behavior in two areas to better fit with my goals. Reading the book gave me more control over my life. It gave me hope.

Pages: 290 | Published: 2016



WHO IS CARRYING THE PERSONAL INCOME TAX BURDEN?

From the Tax Foundation Organization

When listening to politicians, I hear that the rich must pay their fair share of taxes. However, what is fair?

In 2021 taxpayers reported more than \$14.7 trillion in adjusted gross income (AGI) on 153.5 million tax returns. This is an increase of nearly \$2.2 trillion in AGI and a decrease of 3.9 million in returns compared to 2020. Total income taxes paid rose by \$485 billion to nearly \$2.2 trillion, a 28 percent increase above 2020.

The average income tax rate was 14.9%. The top 1% paid 25.9% average rate.

Based on 2021 numbers this is how the tax burden is broken down:

- Top 1% paid 45.8%. This increased 6% over the last 5 years. To be in the top 1% you need an adjusted gross income of at least \$682,577.
- Top 5% paid 65.64%. Their adjusted gross income is at least \$252,840
- Top 10% paid 75.81% and had at least \$169,800 of adjusted gross income.
- Top 50% paid 97.7% and the bottom 50% paid 2.34%. Filers in the bottom half, have an adjusted gross income below \$46,637. Majority of these taxpayers qualify for refundable tax credits.

This is the most recent year available. These tax figures include recovery rebates, the expanded child tax credit and the earned income credit.



THE GRAND EXIT - GOING FOR THE GOLD

By Mary Guldan-Lindstrom CPA

RING, RING... I picked up the phone. “Mary, we can barely pay the bills. We haven’t gotten paid in three months. We have worked so hard and invested all our money into this business. We need to find a way out – will you work with us?” Panic was in their voice. The business owners were watching their life savings drain away.

To prevent this from happening to you it is best to start with a clear vision of success. When someone starts a venture or project they have the expectation of success. Why would you even attempt it if you thought you would fail? Many dream of success but very few plan for their grand exit. The clearer your picture, the more likely you will achieve it. The sooner you decide what you want, the sooner you can get started moving toward your end goal. The best time to start your grand exit is when you make your entrance.

When you get married you think of happily ever after. To create a clearer picture let’s break it down to specific elements. Happily ever after to me means; to appreciate every day being with my spouse, to have adventures, to raise children, to share meals, to spend time with, to laugh with, to share dreams, etc. Focus on what you can control. By starting with a detailed picture you have a better chance of finding someone that you can appreciate, have adventures with, raise children, etc. The best time to start this quest is before you get married.

For a business owner the grand exit may be a sale to fund their retirement years. Preparing for that grand exit takes time and focus. Focus

on what that grand exit means to you. It may be a sale to an outside party, or a transfer to a family member or employees. If you don’t exactly know how you will exit the business - prepare for multiple options. You will exit the business one way or another – by choice or not.

To maximize the value and prepare for your exit they recommend giving yourself years; years to develop the management team and years to create and implement systems.

To maximize the value it helps to view your business from a buyer’s perspective. What will they look for?

HERE IS A LIST OF THE KEY ELEMENTS:

- Excellent Financial performance
- High Growth potential
- Cash flow
- Recurring revenue
- A Unique value proposition
- High Customer satisfaction
- Strong management team in place

Every year you are in business you can build on each of these key elements. Each of these items help creates a financially strong and stable business. So even if you don’t know exactly how you are going to exit your business, start with a plan to build it to add value. Any plan is better than watching your life savings going down the drain.

So get started now, if you haven’t done so yet.

SMALL BUSINESS OWNERS

DO YOU WANT TO AVOID TAX SURPRISES, ESPECIALLY COSTLY ONES?

SCHEDULE A TAX STRATEGY/PLANNING MEETING

We live in a very complex business world. Besides tax law being another language, the rules keep changing and the government continues to ask for more.

Before the year is done and your options are limited let’s schedule a Tax Planning Meeting now. We will review your situation, estimate your tax liability, provide options to reduce your overall taxes and determine your cash needs.

Contact our office to schedule a time:

jennifer@focus-cpa.com

920-351-4842

August 2024 INSIDE THIS ISSUE

FOCUS | **CPA** Inc

117A Packerland Drive
Green Bay, WI 54303
Phone: (920) 351-4842
www.FOCUS-CPA.com



WHO IS CARRYING THE PERSONAL INCOME TAX BURDEN?

When listening to politicians, I hear that the rich must pay their fair share of taxes. However, what is fair?



THE GRAND EXIT - GOING FOR THE GOLD

RING, RING... I picked up the phone. "Mary, we can barely pay the bills. We haven't gotten paid in three months. We have worked so hard and..."



BOOK REVIEW: EMOTIONAL AGILITY

The author shared a process to become more emotional agile by detaching from our emotions and behaving in an intentional manner...



COMMUNITY

In July my family held a wedding reception for my son, John and his new wife Alicia. The wedding was held in Arizona, where he now lives, but he...

This newsletter is intended for entertainment purposes only. Credit is given to the authors of various articles that are reprinted when the original author is known. Any omission of credit to an author is purely unintentional and should not be construed as plagiarism or literary theft. © 2024 Focus CPA Inc.



TRAVEL PLANS GO AWRY!

Many years ago, I took a vacation with my two teenage boys to St. Augustine, Florida. We flew into Jacksonville and drove to St. Augustine. I discovered a few things about myself that weekend. First, I don't get along with sandy beaches with wind, I could parallel park with ease, and it is easy to underestimate travel time.

Even though the beach was right across the street, we didn't spend much time there. Oceans have strong breezes. The blowing sand created havoc with my contacts. I had a difficult time seeing. So much for soaking up the sun.

We visited the historic fort, Ripley's Believe it or Not Museum, played mini

golf and visited an alligator farm. One of their highlights was my parallel parking. They were just learning how to drive and challenged me to do it. That day I slid right in. They were impressed.

As we headed for home, traffic was heavier than I planned for and we missed our flight. Stuck in Florida during spring break, getting home was a challenge. First, the airline said they could get us out in 4 days. Not happening. Within 10 hours we finally caught a flight to Minneapolis. We arrived at 1am. Checked into a hotel. Rented a car the next morning and drove home. Twenty four hours later home never looked so good!