

THE FINANCIAL EDGE

February 2025



♥ PUT YOUR HEART INTO IT ♥

Personal comments by Mary

One of my values is “**put your heart into it.**” This time of year, my heart goes on a wild roller coaster ride. This is when a client must decide whether to sign an engagement letter. Most clients love us, which is an incredible high. But some clients choose to leave. When that happens, I feel like we let someone down—that we failed. If we didn’t care in the first place, I wouldn’t be sad. I know in my head that they are doing what is best for them, but I still give myself permission to feel sad.

I started my work life with the philosophy: **leave your emotions at the door.** Work—especially accounting—was no place for emotions. In addition, I grew up not knowing how to handle my emotions.

Today, I feel emotions are more accepted in both the workplace and at home. I have discovered that dealing with emotions is far healthier than ignoring them. After many years of trying to be “businesslike,” living the value “put your heart into it” is an ongoing process that brings great satisfaction to the work we do. After all, we work with people, not just numbers. I have found that by listening to my heart, life has so much more depth and meaning. However, living this way can be uncomfortable—it brings pain, anger, and joy. I am truly grateful for those we serve and for the team that works alongside me.

Happy Valentine’s Day!
Mary Guldán-Lindström

“Put your heart, mind, and soul into even your smallest acts. This is the secret of success.”

~ Swami Sivananda

“The only way to do great work is to love what you do.”

~ Steve Jobs

“Improving the lives of small business owners” **FOCUS\$CPA Inc**



“I am a real estate broker of 21 years - I have had my share of CPAs during this time NONE of which even come close to Mary! The entire team at Focus CPA does an incredible job of keeping me on track. Excellent service. Highly recommend.”

*Malinda Trimberger,
Owner/Broker
Trimberger Realty*

**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



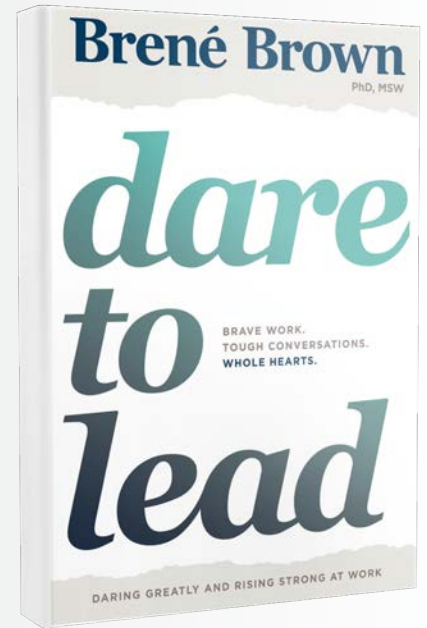
THE BOOK REVIEW

TITLE: Dare to Lead
AUTHOR: Brene Brown
TOPIC: Leadership
EASY TO READ: \$\$\$\$\$ (5 out of 5 dollars)
APPLICABLE TO SMALL BUSINESS: \$\$\$\$\$ (5 out of 5 dollars)

Summary: Brene uses her research to discover how we can live life, and lead, to the fullest with joy. Great information, heart warming stories and skills to learn to live your values.

My recommendation: Another great book by Brene Brown! I was losing my confidence at work and facing a few challenges so I searched out for a book that would help me face the hard stuff. This worked! We all have our demons. She provides a way to work through them.

Pages: 272 | Published: 2018



BUSINESS TAX CHANGES IN 2026: THE FUTURE OF THE QBI DEDUCTION

By Mary Guldán-Lindstrom CPA

If you are a sole proprietor or earn business income from a partnership or an S corporation, you may be losing the Qualified Business Income (QBI) Deduction. This deduction was created by the 2017 Tax Cuts and Jobs Act and is set to expire at the end of 2025. Congress included a “sunset” clause in the legislation, meaning that in 2026, tax rules will revert to those in place before 2018.

While many expect this law to be extended, it depends on Congress passing new tax legislation.

HOW DOES THE QBI DEDUCTION AFFECT YOU?

With the QBI deduction, most self-employed taxpayers and small business owners can exclude up to 20% of their qualified business income from federal income tax. Here are a few examples:

- ♥ If you are a sole proprietor with \$50,000 in business income and are in the 22% tax bracket, you save approximately \$2,000 in income taxes.
- ♥ If you are an S corporation owner reporting \$100,000 in business profits and are in the 22% tax bracket, you save about \$4,400 in income taxes.

HOW IS THE DEDUCTION CALCULATED?

The calculation is complex and depends on your total taxable income, which includes wages, interest, capital gains, and other sources, in addition to your business income.

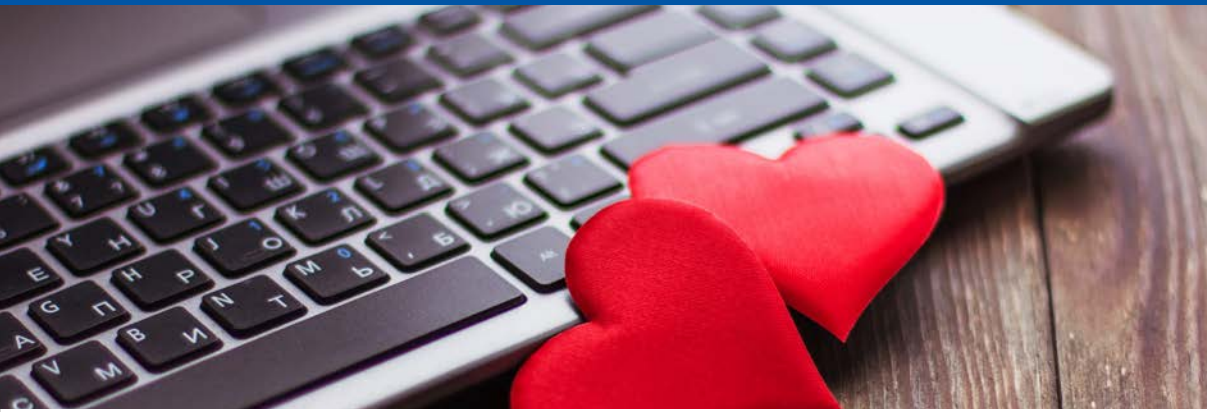
- ♥ If your taxable income is below \$191,950 (\$383,900 for joint filers), the deduction is 20% of either your QBI or taxable income (excluding capital gains and dividends), whichever is lower.
- ♥ If your taxable income exceeds these thresholds, the deduction phases out based on the nature of your business and other factors.

QBI includes business income minus deductible expenses such as health insurance premiums, business retirement plan contributions, and 50% of self-employment tax, if applicable.

WHAT'S NEXT?

At higher income levels, the deduction is reduced or eliminated depending on the type of business you operate. Given the complexity of these rules, tax planning is essential to maximize your benefits.

Thanks to tax software and an in-depth understanding of this law, we can maximize the benefit for you.



PROVIDING VALUE IN THE WORK WE DO

By Mary Guldán-Lindstrom CPA

As a business owner I feel it is my challenge to provide value in the work that we do, for the team and for the clients we serve. That value can be financial such as a paycheck or return on value for the price the clients pay us. However, my aim is to provide the “priceless” elements such as warm fuzzies, peace of mind, personal growth, confidence, belonging and making a difference. This is the hard part. It is nothing that I learned while I was an employee. If anything, my personal experiences have shown me what not to do.

First it is my job to operate a business model that can provide for decent salaries, so we can provide service to our clients. There is plenty of advice on how to do that. However, I also want to create a sense of purpose and accomplishment that makes our staff feel good. I want our staff to be engaged, to bring their best to the table. I want our clients to “love us.” To trust us as a valued partner. As you can tell this is a twofold challenge – staff and clients!

For our staff - every touch counts! This includes our hiring process, performance reviews, our ability to live our values and daily feedback in the office. I have found our daily huddle offers an opportunity to recognize their accomplishments and sharing what we have accomplished.

For the small business owners we serve – again every touch counts! I want to provide a great return on value, along with the peace of mind, being part of their team and improve their lives. Technology, staffing and our process have a definite impact on providing value in the work that we do. However one element that has helped meet these challenges – is our values.

THE VALUES WE STRIVE TO LIVE BY:

- ♥ **Be CURIOUS about who we serve.** What do they want to accomplish? Take time to learn more, listen, ask questions. There are people and activities behind the numbers.
- ♥ **Put our HEART into it.** We work with people, along with tax laws, rules, and numbers. Be kind. Be respectful. Don't talk down. Not everyone is passionate about balancing a checkbook, solving an accounting problem or finding a way to lower a tax liability.
- ♥ **Do it RIGHT the first time.** Take time to understand what we are trying to accomplish. We strive for excellence in taxes and technical advice. Take the time to do it right the first time, avoids taking time later to fix it.
- ♥ **Own your ATTITUDE.** We are each responsible for our mindset. We want a fun, positive and encouraging attitude. One that is worth catching. We are presented with challenges every day that help us to develop new skills, learn from experiences, and enhance our capabilities. We focus on the strengths and provide support for the weaknesses. Attitude counts.
- ♥ **EMPOWER others.** Share your knowledge with others, so they can make better decisions. Care about those we work with and serve. Be their advocate, help them succeed.

These values are designed to create strong relationships and maximize the value of our work. For me they increase the satisfaction of the work that we do and make work fun.

**ATTN: Current Clients
WE OFFER
ACCOUNTING AND
QUICKBOOKS HELP!**

If you are having a challenge closing your books or are struggling and want to learn how to be more efficient with QuickBooks – we can help. We can assist with closing your books or sit down with you and your computer and share shortcuts and answer your questions.

JODI

*QuickBooks Desktop
Specialist*

LORRAINE

QuickBooks Online Guru

Call our office or email
to set up a time.

920-351-4842

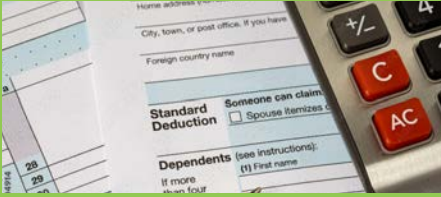
OR

Jennifer@FOCUS-CPA.com

February 2025 INSIDE THIS ISSUE

FOCUS | **CPA** Inc

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



THE FUTURE OF THE QBI DEDUCTION

If you are a sole proprietor or earn business income from a partnership or an S corporation, you may be losing the Qualified Business Income (QBI)...



PROVIDING VALUE IN THE WORK WE DO

As a business owner I feel it is my challenge to provide value in the work that we do, for the team and for the clients we serve. That value can be...



BOOK REVIEW: DARE TO LEAD

Brene uses her research to discover how we can live life, and lead, to the fullest with joy. Great information, heart warming stories and skills to...



PUT YOUR HEART INTO IT

One of my values is "put your heart into it." This time of year, my heart goes on a wild roller coaster ride. This is when a client must decide...

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. © 2025 Focus CPA Inc.



SIMPLE WAYS TO SHOW YOU CARE FOR OTHERS & YOURSELF

Since Valentine's Day falls in February, this is a great time for reminders on how to show you care. Sometimes it only takes a minute or two to make someone's day or improve your day!

- ♥ Listen attentively to the words.
- ♥ Enjoy a walk together or alone.
- ♥ Withhold words of judgment.
- ♥ Ask about their day. Highs? Lows?
- ♥ Show genuine interest in their passions & hobbies. Indulge in your passions!
- ♥ Take time to enjoy a good joke! Keep things light.
- ♥ Be a rock during tough times, offering a shoulder to cry on.
- ♥ Allow yourself a time to cry.
- ♥ Express heartfelt compliments.
- ♥ Take time to celebrate the wins.
- ♥ Acknowledge & appreciate their positive traits, as well as yours.
- ♥ Witness the beauty of nature.
- ♥ Send a quick "thinking of you" text.
- ♥ Surprise them with their favorite treat.
- ♥ Express gratitude for their presence and efforts.

"Improving the lives of small business owners" **FOCUS** | **CPA** Inc