

**All About Business
Newsletter**



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We're Here to Help

We are a family run full service public accounting firm. Just like you we are business owners and we understand that it's not always easy. It's our goal to share the knowledge we have learned to help you create a better business and be a happier business owner.

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Our Locations

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55 Federal Street, Ste 230
Greenfield, MA 01301
413.772.1044

Dear Bill,

Running a business can be both rewarding and challenging at best! As business owners ourselves we want our business to run seamlessly, and that's our mission for you. Inside each of our business newsletters we hope that you find helpful information that helps you run your business as seamlessly as possible.

We hope that everyone is safe and settled in after this surprising storm. Let's give extra thanks this Thanksgiving for everything we cherish! Eat too much food and enjoy time with your family!

Shannon & Bill Reichelt
S. Reichelt & Co LLC
Certified Public Accountants

Get Ready for Year-end Tax Planning

I know it seems early to start thinking about taxes due in April, but now is the crucial time to see where you are at with the business finances.

Get Ready....

The first and most important step is to know where you stand! Get that bookkeeping caught up and cleaned up. You can't do any planning with information that's not accurate and complete. And remember it's ok to admit you can't keep up with the books, that's good, it means you're busy! Just ask, we can help you get caught up if you'd like.

Get Set....

Once you know where you stand, now its time to explore what tax savings opportunities are out there that make sense for you and your business. There's so many changes with the government these days that if I were to list them all here, this newsletter would become frightening! So make sure you touch base with your accountant to discuss all your options and what's changing so you are not surprised later.

Go!!

Once you've met with your accountant and you have established a good game plan, follow through and make it happen by December 31, 2011! This date is important because it can make or break those wonderful plans of yours. If you are buying new equipment or a vehicle, or starting a new retirement plan for the business these activities have to be completed by December 31, 2011 no if's and's or but's about it. So don't wait and take charge, you'll feel better you had!

Payroll Tax Increase

Effective January 1, 2011 the social security taxable wage base will increase from \$106,800 to \$110,100 per year. Currently employee's pay 4.2% tax on this wage base and employer's pay 6.2% tax on their employees wages. The 4.2% was a reduced rate enacted in 2011 however it is not guaranteed that this reduced rate will stay intact for 2012. Congress is still pending on this decision, however the taxable wage bases have been accepted.

Introducing...

S Reichelt Plan Administrators, LLC

We are happy to announce our new company which offers 401k and pension plan third party administration services.

Due to convincing demand from other clients who wanted to combine these services with their CPA, we decided to build upon the knowledge we already had gained over the last 35+ years and get the required certifications so that we could offer these services as well.

One year-end meeting, direct assistance with that frustrating census form and we'll work directly with your investment and payroll team to gather the necessary information for your year-end compliance calculations.

See our website for more information on this new venture and feel free to contact us to discuss transferring your administration needs for this coming plan year!

[S Reichelt Plan Administrators LLC](#)

New Website!

We've developed an entirely new website that we feel better represents who we are and what we do.

And what's a website without our mascot? Be sure to check out Daisy Days which features our hardworking English Bulldog Daisy who can be found at one of the offices daily.



"I wonder how much trouble I'll be in if I eat this thing..."

Motivating Words of Wisdom...

"Don't live down to expectations. Go out there and do something remarkable"
Wendy Wasserstein, American playwright

