



GILLINGHAM
Accounting & Tax Advisory



Our Client Love What We Do

5/5 Rating based on 30 review



I have been working with John over last 6 years and I could not have been happier. He's super-fast, detailed oriented, responsive, and very patient. Highly recommend for small businesses.



John and team making taxes and planning extremely easy. Will 100% continue working with them and would recommend to anyone.



Our Client Love What We Do

5/5 Rating based on 20 review



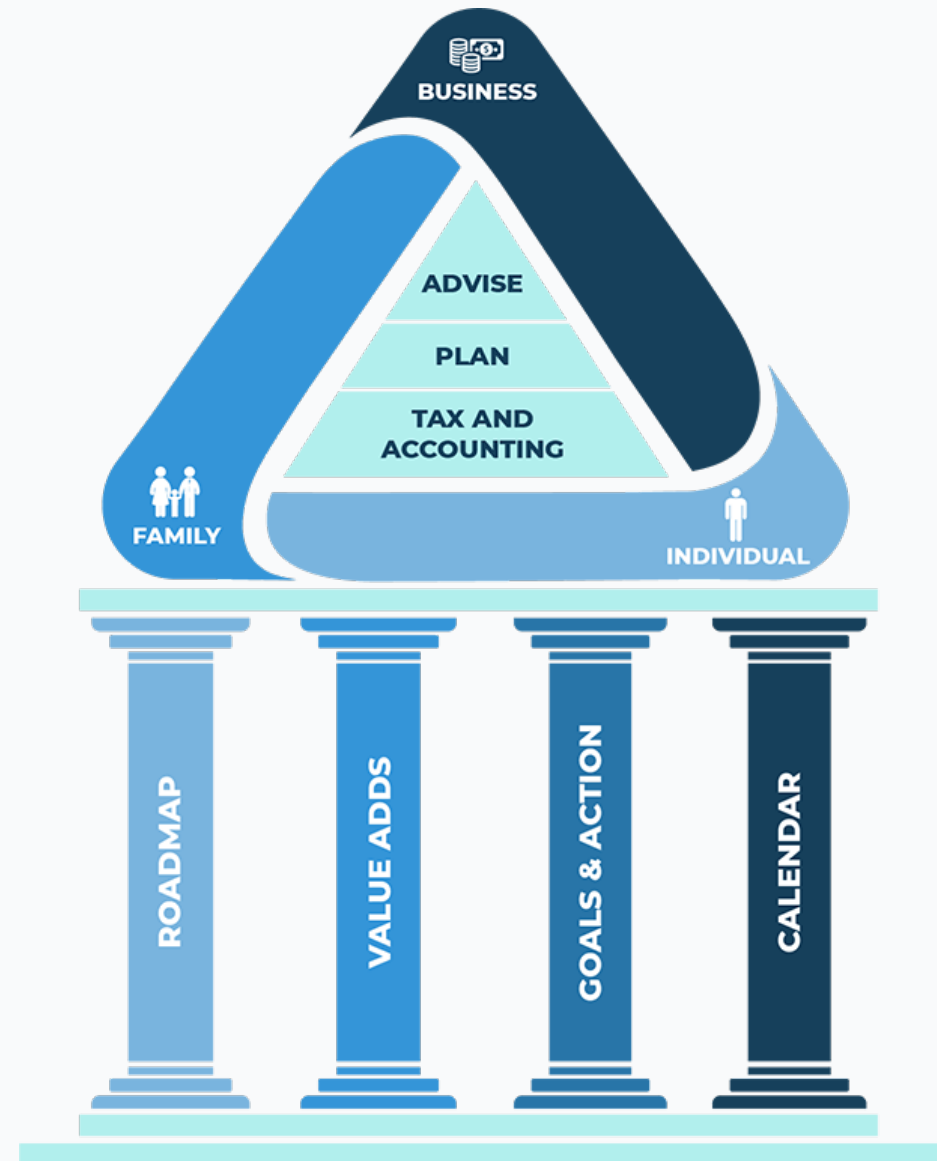
John has been my CPA for years. Stocks, K-1, rental properties, business investments and foreign accounts. He's been able to take care of it all and plan out for the year ahead.



Great experience working with John and team. Very straight-forward, letting us know exactly what was needed. Would not hesitate to recommend!

Gillingham CPA Framework

We serve seven categories of clients that often have intersecting needs, goals, and areas where we can add value.



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Pillars

Our pillars support us along the way



Roadmap

The Journey to
Add Value



Value Adds

What We Offer



Goals & Action

Relevant Advisory
& Action



Calendar

Planning,
Payments, Filing,
& Advisory Dates

Individual



Standard Individual Profile

- General complexity
- Planning & Advisory needs
- High income
- Rental ownership
- Investments
- Multi-state
- Disposition planning
- Foreign disclosure support
- Benefits from value adds



Solo Business Owner Profile

- Single owner entities
- Planning & Advisory needs
- Accounting support
- Accounting optimization
- Business use of home
- Business tax compliance
- Entity planning
- Benefits from value adds

Individual



Equity Comp Profile

- Comp complexity
- Planning & Advisory needs
- RSU, Non-Qual, ESPP, Founder
- SS 1202 Qual Small Business
- Advanced disposition planning
- Early exercise advisory
- 83B Election as needed
- Benefits from value adds



ISO Comp Profile

- Comp complexity
- Planning & Advisory needs
- Incentive Stock Options
- SS 1202 Qual Small Business
- Cost v. benefit analysis
- Complex disposition planning
- Early exercise advisory
- 83B Election as needed
- Benefits from value adds

Business



Startup

- Has employees (<20)
- DE and CA C-Corporations
- R&D credits
- Convertible notes
- Equity plans
- Multi-state
- Pre-revenue ok
- Early and seed stage ok
- Accounting requirements
- Multiple investors
- Entity planning
- State and local concerns
- Benefits from value adds



Small

- Has employees (<20)
- C-Corp, S-Corp, LLC
- R&D credits
- Pre-revenue ok
- Lending concerns
- Accounting requirements
- Accounting optimization
- Benefits from value adds



Inventory & Manufacturing

- Comp complexity
- Planning & Advisory needs
- Incentive Stock Options
- SS 1202 Qual Small Business
- Cost v. benefit analysis
- Complex disposition planning
- Early exercise advisory
- 83B Election as needed
- Benefits from value adds

Accounting



Year-end solo business

Profile

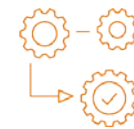
- Income < 100K
- Messy records
- Transition to Quickbooks



Small

Profile

- Collaborative approach

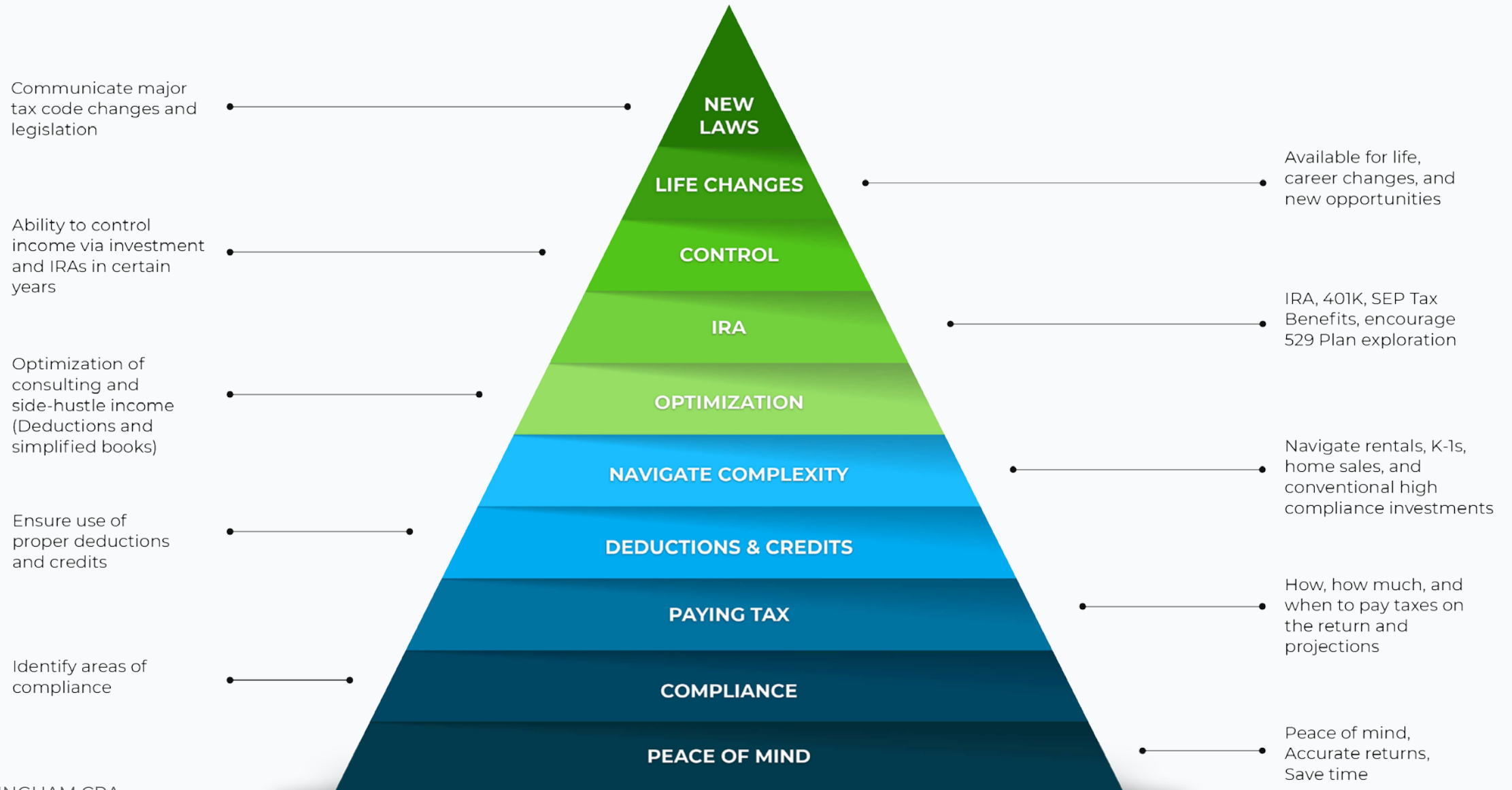


Inventory & Manufacturing

Profile

- Full service

Value Adds



ACCOUNTINGPLAY.COM

Check Out Our Educational Company

Accounting Play makes the world of accounting and finance understandable and accessible. Checkout our membership site, Tax Fight! App, Accounting Flashcards iOS | Android and more







Gillingham CPA, PC.

Please follow the instructions to add an event to my calendar.

20 Min Proposal Review

Please check email for any outstanding questions and feel free to email along any talking points.

30 Min Prospective Client Call

Time permitting, we will send along an important questionnaire prior to the Google Meet. Please try and complete everything a few days prior to the appointment so...

24 Min Quick Call

Please have PDFs loaded to Dropbox and email questions if ready. Cancellations, please text 415-404-5262. Email for custom scheduling if needed. Thanks, chat soon.

54 Min Quick Call

Please have PDFs loaded to Dropbox and email questions if ready. Cancellations, please text 415-404-5262. Email for custom scheduling if needed. Thanks, chat soon.

Extension

Why Extend?

- ✓ We can nuance any needs for cost basis / expenses / carryovers / tax positions
- ✓ Ensure proper IRA treatment, tracking, and aim to avoid IRS notices
- ✓ Free time for any 4/15 hard deadline conversations or current year questions should these arise in Q-1
- ✓ Finish without time and fee pressure (tax season time tends to be at a bit more of a premium)
- ✓ Occasionally other amended tax documents, transactions, and questions can arrive later in the year
- ✓ If we have all the info, barring other issues or needs we target a 6/15 completion date- Ensure time for other important compliance matters such as crypto or foreign matters
- ✓ At times have better hind-sight on tax elections (such as bonus depreciation) as we can factor in the current tax year
- ✓ High income, late info, and general complexity all warrant the more intelligent (still not elegant) work-flow that an extension assists with

FIRM PRICING

We are not a fixed-fee operation because a fixed fee incentivizes rushed work. The billing matrix below features cost estimates for the most common scenarios. We will occasionally take on some smaller or larger projects, especially if in the early years of business.

Outlier Projects:

- ☒ New zero or little activity C-Corps
- ☒ Multiple year projects
- ☒ LLC or S-Corp owner with entity return prepared by G.CPA
- ☒ Minor ISO transactions with no liquidity
- ☒ Accounting catch-up
- ☒ Large liquidity events / transactions
- ☒ Included in all examples are year-end mini tax plans

Billing Philosophy:

- ☒ We work to provide value and bill accordingly. Trusting your CPA to bill appropriately is a key component of the client-CPA relationship
- ☒ We try our best to bill at or below fee estimates, but occasionally exceed estimates where more complex work is required
- ☒ By using estimates and variable billing, we intend to reduce conflicts of interest and achieve equitable outcomes for everyone



Gillingham CPA Pricing Matrix

Annual Tax Return Engagement Fee Estimate

Individual

Standard

\$1000

Advanced

\$2000

Complex

\$4000

Business Owner

Sole member LLC with
light tax accounting
support

S-Corp & Individual return
prep with light tax
accounting support

Business owner + profit,
sole-member LLC,
requiring quarterly or yearly
fully reconciled books

Stock Option-Heavy

Single, RSU and individual
250K + comp

Married, RSU and individual
250K + comp, mix of other
Investments - complication

Large liquidity even, heavy
ISO planning

Entity

Standard

\$1000

Advanced

\$2000

Complex

\$4000

C-Corp

Pre-operating and seed stage, light tax accounting support

Operating C-Corp with possible full yearly books reconciliation

Operating C-Corp with Qtrly books, employees

LLC

Basic 2-member LLC, general partnership, light tax accounting support

Multi-member LLC tax work and K-1 issuance (2-10 members)

Multi-member LLC with reconciled books (>10 members)

Annual or On Request Tax Projections

	Standard \$1000	Advanced \$2000	Complex \$4000
Individual	Tax withholding calculations and RSU or low value ISO planning	Tax withholding calculations, high value ISO planning	Major liquidity events or use of third party funds for exercises

Specials And Hourly Billing Rates

Specials, Projections, and Other billing target estimates

\$500 to \$1,000 quarterly tax projection
and advisory

\$1,000 to \$3,000 ISO exercise strategy,
projection, and advisory

\$500 Basic QuickBooks online training, 1-
2 sessions, setup, and training

\$500 Startup business entity tax advisory (LLC
vs. S-corp vs. C-corp etc...)

Hourly Billing Rates

Owner CPA Rates:

General Tax and Cost Accounting	\$225
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Owner CPA Advisory:

ISO, Entity Formation, M&A	\$360
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Owner CPA Bookkeeping	\$125
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Staff rates	\$50 to \$180
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