



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING+

 CLOSED[®]
TITLE REINVENTED

 NO PLACE
LIKE HOME
INSPECTIONS
405-696-0888
www.nplhi.com

 D·R·HORTON
America's Builder



JENSON & JENSON

Jenson & Jenson is rooted in four generations of the tax and accounting tradition, dating back to 1954. Our unique father-son dynamic sets us apart, combining experience with enthusiasm as we strive to bring a family-oriented approach. Our team is committed to providing proactive, reliable, and personalized services to help you maximize and better understand your numbers.



TAX & ACCOUNTING PROFESSIONALS

Joshua Jenson, CPA aka JJ the CPA

Joshua has 35 years of experience in the tax trenches working with REALTORS®, small businesses, and folks just like you. JJ is a national speaker sharing his tax strategies with tax professionals, small business owners, and real estate agents. He is an educator in the area of tax, a five-time author, and is known as "JJ the CPA" on social media, with over 102,000 subscribers and more than 8 million views on his YouTube channel.

Cooper Jenson

Cooper has been working with his father since 2017 and joined the firm full-time in 2021. After studying at Oklahoma State University and the University of Central Oklahoma, he is now preparing for the Enrolled Agent (EA) exam and plans to continue the 72-year family tradition by also completing the CPA exam. He specializes in working with REALTORS®, real estate investors, and small businesses, while also spending time educating Realtors through our Real Estate School.



JENSON & JENSON

Rooted In Tradition
Growing Through
Generations

JJ THE CPA®

Real Estate School & CE

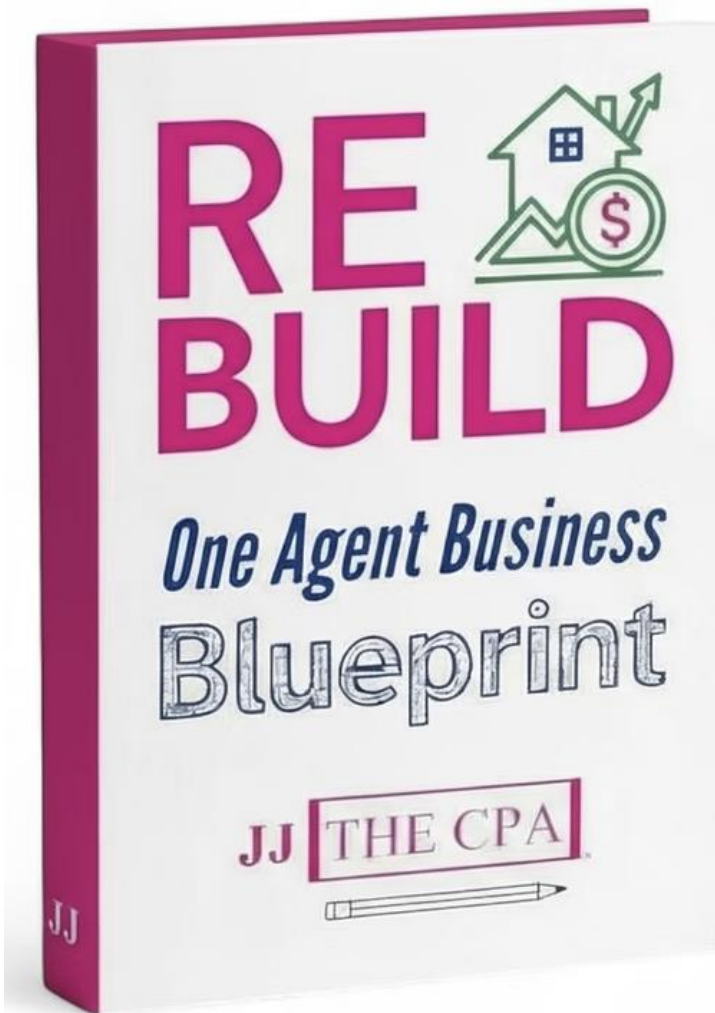


@JJtheCPAusa



100,000+
Subscribers

CHECK
OUT OUR
CHANNEL



REBUILD:

THE ONE-AGENT BUSINESS BLUEPRINT™

THE TRUTH _____

FSBO _____

Step 1: Choose the right business structure

LLC S-CORP

Step 2: Build a real business plan

Pull Pages 29 & 30

Step 3: 4-Account Cash Flow

Pull Pages 37 & 38

Step 4: Set income goals that scale

$\text{Commish} \div \text{Commish Rate} = \text{Production}$

Pull Page 44

Step 5: Design a marketing plan that works

Rule of 3 – Pull Page 48

Step 6: Automate your operations

CEO Mode vs. Agent Mode –Page 53

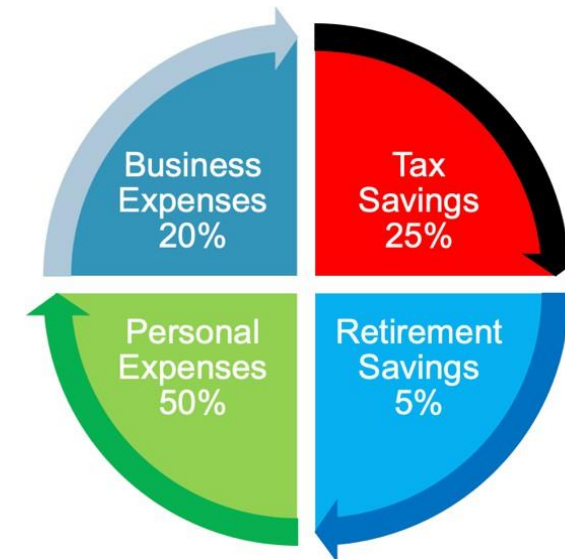
Step 7: Year-round tax strategy -Pages 66-67

Step 8: Start retirement now – SAVE 5%!

Step 9: Protect it all - INSURANCE

Step 10: Scaling: TIME

PUT YOURSELF FIRST



DISCLAIMER OF THE OBVIOUS OF THIS WEBINAR, MATERIALS & DOCUMENTS PROVIDED

ANY INFORMATION IN THIS SEMINAR OR WEBINAR IS INTENDED FOR INFORMATIONAL PURPOSES ONLY

DISCLAIMER APPLICABLE TO ALL INFORMATION CONTAINED IN THIS WEBINAR, APPLICABLE TO ALL MATERIALS AND ANYTHING STATED.

I AM A CPA, BUT I AM NOT YOUR CPA UNLESS YOU'VE SIGNED A WRITTEN ENGAGEMENT LETTER WITH MY PRACTICE THAT I HAVE ALSO ACCEPTED AND SIGNED, AND YOU HAVE PAID MY PRACTICE A FEE THAT HAS BEEN ACCEPTED AS A FEE FOR WRITTEN ENGAGED SERVICES. YOUR VIEW OF THIS INFORMATION AND ANY INTERACTION WE MAY HAVE DOES NOT CONSTITUTE A PROFESSIONAL RELATIONSHIP IN ANY MANNER OR CAUSE ME TO BE CONSIDERED YOUR CPA OR ANY TYPE OF ADVISER. YOU HAVE NOT RETAINED ME OR MY CPA FIRM'S SERVICES AND ANY FEE PAID ORIGINALLY IS ONLY TO ATTEND THE SEMINAR OR WEBINAR AND RECEIVE THE APPLICABLE MATERIALS. **YOU MUST CONSULT WITH YOUR OWN TAX ADVISER AND LEGAL COUNSEL BEFORE YOU ACT.** I AM SPECIFICALLY TELLING YOU, DO NOT RELY ON ANY ADVICE YOU BELIEVE I HAVE PROVIDED, BUT USE IT AS A GUIDE ON HOW TO FOLLOW UP AND INTERACT WITH YOUR OWN QUALIFIED ADVISERS AS I AM SIMPLY PROVIDING INFORMATION TO POINT YOU IN A DIRECTION THAT ONLY LEADS YOU TO SEEK ADVICE FROM YOUR QUALIFIED ADVISER(S) BEFORE IMPLEMENTING ANYTHING OR ACTING. **ANY INFORMATION IN THIS SEMINAR OR WEBINAR IS INTENDED FOR INFORMATIONAL PURPOSES ONLY** AND MUST NEVER BE CONSIDERED A SUBSTITUTE FOR ADVICE PROVIDED BY YOUR TAX ADVISER, ATTORNEY OR OTHER APPLICABLE ADVISERS AS THE INFORMATION IN THIS SEMINAR OR WEBINAR DOES NOT CONSTITUTE ADVICE WHATSOEVER, WHETHER TAX, LEGAL, FINANCIAL OR OTHERWISE. UNDER NO CIRCUMSTANCES WILL I BE RESPONSIBLE FOR OR LIABLE IN ANY WAY FOR ANY CONTENT, INCLUDING BUT NOT LIMITED TO, ANY ERRORS, ACCURACY, MISUNDERSTANDINGS OR OMISSIONS IN ANY CONTENT, MATERIALS OR DOCUMENTS PROVIDED. THIS SEMINAR OR WEBINAR IS ONLY EFFECTIVE AS OF THE DATE LISTED BELOW, EVEN IF YOU ASSUMED A LATER DATE. I WILL NOT BE ABLE TO INFORM YOU OF ANY CHANGES TO ANY OF THE INFORMATION AFTER THE DATE LISTED BELOW. I ACCEPT NO RESPONSIBILITY TO DELETE, UPDATE, CHANGE OR OTHERWISE CORRECT ANY INFORMATION PROVIDED IN THIS SEMINAR OR WEBINAR, WHETHER, PAST, PRESENT OR FUTURE, OR PROVIDE SUCH NOTICES OF THESE ACTIONS. THERE ARE NO REPRESENTATIONS OF ANY KIND CONCERNING THE ACCURACY OR SUITABILITY OF THE INFORMATION CONTAINED IN THIS WEBINAR. THE IRS DICTATES THAT UNDER CIRCULAR 230 YOU CANNOT RELY ON THE INFORMATION IN THE WEBINAR OR INCLUDED IN ANY MATERIALS, DOCUMENTS OR LINKS PROVIDED TO REDUCE DOWN YOUR PENALTIES. **THIS IS NOT ADVICE. THIS IS FOR INFORMATIONAL PURPOSES ONLY.** I SHALL NOT BE LIABLE FOR ANY DIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, INDIRECT, PUNITIVE, ANY LOSS OF PROFITS OR REVENUES, ASSESSMENT OR COST OF TAX, PENALTIES, INTEREST WHETHER INCURRED DIRECTLY OR INDIRECTLY, AND ANY OTHER DAMAGES ARISING OUT OF ACCESS TO OR USE OF ANY INFORMATION AND CONTENT AVAILABLE ON THIS WEBINAR OR LINKS, REGARDLESS OF YOUR UNDERSTANDING, SUITABILITY, THE ACCURACY OR COMPLETENESS OF ANY SUCH CONTENT. I DISCLAIM ANY CONTROL OVER, RELATIONSHIP WITH, OR ENDORSEMENT OF VIEWS EXPRESSED BY ANYTHING PROVIDED BY A LINK, IT'S ADVERTISERS AND/OR OTHER USERS, AS LINKED ARE PROVIDED ONLY AS A CONVENIENCE. AND I SHALL NOT BE RESPONSIBLE FOR ANYTHING PROVIDED BY SUCH PERSONS OR ENTITIES IN OR BY ANY LINK.



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING

 CLOSED[®]
TITLE REINVENTED


NO PLACE
LIKE HOME
INSPECTIONS

 D·R·HORTON
America's Builder

REALTOR TAX STRATEGIES

How many days until April 15th?



SUPREME  LENDING


JENSON & JENSON

 REAL PRODUCERS


ACTS 29
ROOFING

 CLOSED[®]
TITLE REINVENTED


NO PLACE
LIKE HOME
INSPECTIONS


D-R HORTON
America's Builder

WRITE THIS DOWN

LLC S-Corp

15.3%

Receipts

Miles

REALTOR TAX STRATEGIES

Worst tax moves:

FSBO tax preparation

Best tax move:

LLC taxed as S-Corp

WHAT CAN I TAX DEDUCT?

WHAT CAN I WRITE-OFF?

Anything **related to your business!**

IRC Code Section 162 requires 2 basics to any business tax deduction:

1. It be ordinary & necessary for business
2. Intent of the deduction is for business

IRS REQUIRED DOCUMENTATION

This is required but is easy!

Also, increases your survival of audit!

- Receipt detailing what was purchased
- Bank statements and credit card statements
 - Prove you or your business paid for it
 - **The IRS does not accept this as a receipt**

TAX STRATEGIES: KEEP RECEIPTS

Keep receipts:

\$1 receipt saves approx 42¢ in tax

\$10,000 receipts = \$4,200 less tax

Without a receipt you do NOT get
the tax deduction = cost you!

Example based on 42% effective tax rate

TAX STRATEGIES: TRACK MILEAGE

1 mile = 70¢ deduction

= 29.4¢ Tax Saved

10,000 miles = \$7,000 deduction

= \$2,940 less tax

Without a mileage log you do NOT get the tax deduction = cost you!

Example based on 42% effective tax rate

**AVERAGE REALTOR COMBINED
TAX RATE ON TAXABLE INCOME**

AVERAGE REALTOR IN OKLAHOMA

FILING SCHEDULE C

42% in total income taxes for

FILING LLC as S-CORP

27% in total income taxes for

REALTOR
P&L



JENSON & JENSON
Rooted In Tradition,
Growing Through
Generations

Realtor Income & Expenses for Tax Purposes

Gross Income (Form 1099)	\$
Broker Fees "Deducted" Before Payment to You	\$
The amount on Form 1099 is the amount actually you deposited into your bank account? Some brokers list the amount before their deductions.	Yes / No
Or is the amount on Form 1099 your gross commission and your broker deducted fees before paying you the net amount?	Yes / No
If so, list broker fees deducted from commission for the year	
Did you confirm the above with your broker? If not, please confirm to avoid you overpaying your taxes.	Yes / No

Expenses (Only Include Any One Expense on One Line) Total for Entire Year

Only list items you spent with business purpose & intent that you wouldn't have spent except as a Realtor
Advertising Expense
Bank Charges or Fees
Beauty Supplies (Rarely Allowed, See Notes)
Broker Fees Paid
Cell Phone Charges
Cleaning Expense
Closing Gifts for Clients
Clothing with Logo or Uniform
Coaching Fees
Conference Fees
Continuing Education (CE)
Contractors
Credit Card Fees
Credit Card Interest Paid
Dues
FedEx, UPS, etc.
Financial Adviser Fees
Flowers
Food, Snacks, Drinks, etc. - Business
Gift Certificates & Gift Cards
Gifts for Clients
Hotel, Air BnB, Venmo
HSA Contributions
Independent Contractors
Inspection Fees
Insurance Expense - General
Insurance Expense - Health
Insurance Expense - Dental
Insurance Expense - Vision



Office 405-715-1556
cooper@jensonandjenson.com
 2224 Bridgeview Blvd, Edmond, OK 73003

List items paid by check, cash or credit card
Online, Facebook, Instagram, School Events, etc.
Look on bank statements
Personal use strictly NOT allowed. This is for photo-shoots, special even
You paid by check, credit card, cash (not included above)
Fees, accessories, etc.
Open house, showings, etc.
Gifts given to clients or vendors at closing
Regular clothing is strictly not allowed. Clothing for promo won't count i
Professional related, Tom Ferry Consulting, Masterminds, etc.
Realtor, professional, marketing, etc.
Fees to attend, in-person, online, etc.
Related to client's properties & realtor activities
Annual fees, etc.
See credit card statements
Realtor Board, associations, business groups, etc.
Shipping items related to realtor & business
Financial advice (not investment fees)
Gifts, clients, celebration, closings, open house, condolences
Events, open houses, appreciation parties, sponsoring
Given to others
Appreciation items, etc.
Realtor & business related travel
Health Savings Account (HSA) amount your deposited, not by employer
Give us the Form 1099's you sent
If you paid on behalf of the client & not reimbursed
Liability, professional, etc. (list auto below)
You paid, not through employer or your spouse/parents
You paid, not through employer or your spouse/parents
You paid, not through employer or your spouse/parents

Insurance Expense - Long Term Care	You paid, not through employer or your spouse/parents
Interest Expense	Business loans not home/personal (auto below)
Internet Fees	Home, office, mobile wifi
Lawn Care (At Clients Homes)	Not at your home & not reimbursed
Legal Fees	Paid an attorney, legal services, LLC set up fees
Licenses	Realtor Board, etc.
Meals with Clients & Prospects	Coffee, lunches, dinners, breakfast, etc.
Meals Traveling Overnight	Coffee, lunches, dinners, breakfast, etc.
Membership Fees	Business, realtor, civic groups, etc. (gym fees typically excluded)
Office Supplies	Amazon, staples, paper, etc.
Open House Expenses	Flowers, food, supplies, vendors, etc.
Outside Services	Temporary help
Parking Fees	Local, travel, by app, cash, etc.
Party's for Clients & Prospects	Food, drinks, disposable tableware, DJ, fees, rental costs, etc.
Payroll to Employees	Paid by Form W-2 (not paid by 1099)
Payroll Taxes	Tax paid by employer issuing Form W-2
Pedicures/Manicures for Clients (<i>Rarely Allowed, See Notes</i>)	Personal use strictly not allowed. Client, promotional event.
Postage	Mailing, shipping, etc.
Printing	Business cards, flyers, promo, events, stationary, signs, etc.
Professional Fees	Accounting fees, consulting fees, etc.
Promotional Expenses	Pens, logo items, etsy, etc.
Rent Expense	NOT at your home. This is for an office outside your home.
Repairs & Maintenance	At a client's home, not reimbursed. On your business assets. (Auto below)
Retirement Plan Contributions	IRA, Roth IRA, 401(k), Simple IRA, SEP (NOT thru an employer)
Security Expense	Security fees, app security, client home cameras (NOT at your home)
Sponsorships	Events, golf tournaments, charitable, school events, etc.
Staging Fees & Costs	Rentals, services, etc. (items you don't keep)
Subscriptions	iTunes, Microsoft, Adobe, magazines, etc.
Telephone	Office, 2nd line at home (cell listed above)
Tolls	Turnpike reports
Travel	Uber, Lyft, tips, dry cleaning (see hotel & airfare)
Travel - Airfare	Luggage fees, upgrades, etc.
Other? List Each	If you are unsure, list it and we will discuss

Home Office

Square footed of area used for your home office _____

Cannot including living room, kitchen, common areas.

Total square footed of home _____

We can discuss if actual expenses of home office are needed.

Automobile Expenses

(If you have more than one vehicle you are using as a Realtor, provide the following per vehicle)

Total miles driven in 2024 _____

Odometer reading at January 1, 2024 _____

Business miles driven in 2024 _____

Odometer reading at December 31, 2024 _____

Gas _____

Auto Insurance _____

Repairs _____

Tires _____

Tags, title, taxes, etc. (list tolls & parking above) _____

Oil Changes _____

Car Maintenance _____

Cash Washes (Car Wash Membership Fees) _____

Vehicle Purchased in 2024: Actual Top Line Purchase Cost
Downpayment, rebates, discounts, financing, trade, MSRP irrelevant

Make/Model _____ Miles at Purchase _____
Provide Purchase Stmt

Car Payment Information (If none, write NONE)

If Lease, Monthly Payment _____

Company you lease from: _____

If Car Loan, Monthly Payment _____

Bank you have loan at: _____

Interest Paid in 2024 (See your statements, call or look online) _____

Car loan balance at 12/31/24 _____

New Assets Purchased

Cell Phones _____

Purchased (list fees above)

Computers, iPads, Mac, etc. _____

Used as a Realtor

Equipment for Office, Scanner, Copier, etc. _____

Used as a Realtor

Furniture, Desks, Office Chairs, etc. _____

Used as a Realtor

Office Décor _____

Used as a Realtor

Printers, etc. _____

Used as a Realtor

Staging Assets Purchases (Vase, Décor, Furniture, etc.)
Items You Will Used at Multiple Stagings at Clients Homes

Used as a Realtor

Other Business Assets _____

Used as a Realtor

THE COST OF BEING A REALTOR®

TAX SMASH

FOR REALTORS®



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING

 CLOSED®
TITLE REINVENTED


NO PLACE
LIKE HOME
INSPECTIONS


D·R·HORTON
America's Builder

THE COST OF BEING A REALTOR®

Board of REALTORS® dues

Brokerage Fees

Brokerage Franchise Fees

Brokerage Technology Fees

Continuing Education (CE) Courses

Errors & Omissions Insurance (E&O)

THE COST OF BEING A REALTOR®

License Renewal Fees

Licenses - Real Estate

Licenses - Professional

Local, State & National Association Dues

MLS Dues

THE COST OF BEING A REALTOR®

REALTOR® Membership Dues

Real Estate Conferences And Conventions

Lockbox Access Fees

ATTRACTING CLIENTS

TAX SMASH

FOR REALTORS®



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING

 CLOSED®
TITLE REINVENTED


NO PLACE
LIKE HOME
INSPECTIONS

D·R·HORTON
America's Builder

REALTOR®: ATTRACTING CLIENTS

Advertising

Facebook, Instagram, Social Media

Google, Print Ads

Events, School Events, Sport Events

Anything Promoting YOU

REALTOR®: ATTRACTING CLIENTS

Branding Photography

Business Cards

CRM Subscriptions

Canva

CapCut & Video Creation Apps

Client Introduction Gifts

REALTOR®: ATTRACTING CLIENTS

Domain Registration

Drone Photography For Marketing

Email Marketing Software

Facebook Ad Spend

Google Ads

Graphic Design Services

REALTOR®: ATTRACTING CLIENTS

Headshots

IDX Website Fees

Lead Generation Platforms (Zillow,
Realtor.Com, Homes.Com)

Marketing Mailers And Postcards

Printing (Flyers, Signage, Stationery)

REALTOR®: ATTRACTING CLIENTS

Headshots

IDX Website Fees

Lead Generation Platforms

Zillow, REALTOR.com, Homes.com

Marketing Mailers And Postcards

Printing (Flyers, Signage, Stationery)

REALTOR®: ATTRACTING CLIENTS

Promotional Expenses

Logo Items, Giveaways

Promotional Items (Logo/Name)

Pens, Magnets, Cups, Calendars, Hats

Sign Riders

Social Media Scheduling Tools

REALTOR®: ATTRACTING CLIENTS

Sponsorships

Schools, Sports Teams, Dance School

Community Events, Karate

Video Production For Marketing

Website Hosting



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING®

 CLOSED®
TITLE REINVENTED

 NO PLACE
LIKE HOME
INSPECTIONS

 D·R·HORTON
America's Builder

REALTOR®: SERVING BUYERS

Assistants

Buyer Consultation Packets

Buyer Welcome Packets

Coffee Meetings With Clients

Inspection Fees Paid For Buyers (Not Reimbursed)

Meals With Buyers (Breakfast, Lunch & Dinner)

REALTOR®: SERVING BUYERS

Parking Fees During Showings

Property Access Apps

Paying REALTORS® to Cover Showings

Temporary Assistants For Showing Tours

Tolls to Get to Showings

Transaction Management Software

**SERVING SELLERS
/ LISTINGS**

**TAX
SMASH**
FOR REALTORS®



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING®

 CLOSED®
TITLE REINVENTED

 NO PLACE
LIKE HOME
INSPECTIONS

D·R·HORTON
America's Builder

REALTOR®: SERVING SELLERS

Cleaning Services For Listings

Contractor Services For Listing Prep

Drone Photography For Listings

Flowers Used During Open Houses

Lawn Care At Listing Properties

Listing Brochures

REALTOR®: SERVING SELLERS

Listing Photography

Open House Food And Drinks

Open House Supplies

Printing Listing Flyers

Property Feature Sheets

REALTOR®: SERVING SELLERS

Repairs & Maintenance-Listing Properties

Sign Installation Services

Staging Consultations

Staging Rentals

Staging Supplies Owned By Agent

**GETTING TO
THE CLOSING TABLE**

**TAX
SMASH**
FOR REALTORS®



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING

 CLOSED®
TITLE REINVENTED


NO PLACE
LIKE HOME
INSPECTIONS

D·R·HORTON
America's Builder

REALTOR®: GET TO THE CLOSING TABLE

Closing Gifts: Client, To Seller Agent, To
Buyers Agent

Courier Services

Document Delivery Services

Fedex or UPS Shipping

Notary Services

REALTOR®: GET TO THE CLOSING TABLE

Postage

Printing Closing Packets

Transaction Coordinator Fees

Transaction Fees to Broker

Travel To Closing Appointments

**STAYING TOP OF MIND
AFTER CLOSING**

**TAX
SMASH**
FOR REALTORS®



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING

 CLOSED®
TITLE REINVENTED


NO PLACE
LIKE HOME
INSPECTIONS

D·R·HORTON
America's Builder

REALTOR®: AFTER THE CLOSING

Anniversary Gifts

Birthday Gifts For Clients

Client Appreciation Events

Client Appreciation Party Expenses

Food, Drinks, Rentals, Entertainment

Holiday Cards (All Holidays)

REALTOR®: AFTER THE CLOSING

Holiday Gifts (Any Holiday)

Pop-By Gifts

Referral Partner Gifts

Thank-You Gifts

**INSURANCE
(PERSONAL & BUSINESS)**

**TAX
SMASH**
FOR REALTORS®



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING

 CLOSED®
TITLE REINVENTED


NO PLACE
LIKE HOME
INSPECTIONS

D·R·HORTON
America's Builder

REALTOR®: INSURANCE

Insurance – Dental

Insurance – Errors And Omissions

Insurance – General Liability

Insurance – Health

Insurance – Long Term Care

Insurance – Vision

SELF-EMPLOYED HEALTH INSURANCE DEDUCTION

You can deduct medical, dental and vision insurance and qualified long-term care insurance for yourself, your spouse, and your dependents.

This is a deduction on Schedule 1, and does not reduce self-employment income.

FORM 7206: QUALIFIED LONG-TERM CARE INSURANCE

Eligible Long-Term Care Premiums. The limitations under § 213(d)(10), regarding eligible long-term care premiums includible in the term “medical care.”

	2025	2026
Age 40 or Younger	\$480	\$500
Over 40, Not Over 50	\$900	\$930
Over 50, Not Over 60	\$1,800	\$1,860
Over 60, Not Over 70	\$4,810	\$4,960
Over 70	\$6,020	\$6,200

SCHEDULE 1 DEDUCTIONS

These are NOT deductions on Schedule C, but available:

- Self-Employed Health Insurance
- HSA (Health Savings Account)
- Retirement
 - IRA
 - SEP
 - 401K & Simple

HEALTH SAVINGS ACCOUNT (HSA)

You have until April 15th to contribute and get the deduction for the prior year.

Year 2025:

\$8,550 Family or \$4,300 Single.

If age 55+ \$9,550 Family or \$5,300 Single

Year 2026:

\$8,750 Family or \$4,400 Single.

If age 55+ \$9,750 Family or \$5,400 Single



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING

 CLOSED[®]
TITLE REINVENTED


NO PLACE
LIKE HOME
INSPECTIONS

 D·R·HORTON
America's Builder

REALTOR®: TRAVEL

PURPOSE

REALTOR®: TRAVEL

Airbnb Lodging

Airfare

Hotel

Meals Traveling Overnight

Rideshare (Uber, Lyft)

Taxis, Tips

REALTOR®: TRAVEL

Travel with family?

For Live Discussion Only

**PERSONAL BUT MAYBE
DEDUCTIBLE**

TAX SMASH

FOR REALTORS®



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING

 CLOSED®
TITLE REINVENTED


NO PLACE
LIKE HOME
INSPECTIONS

D·R·HORTON
America's Builder

WHAT CAN I TAX DEDUCT?

WHAT CAN I WRITE-OFF?

Anything **related to your business!**

IRC Code Section 162 requires 2 basics to any business tax deduction:

1. It be ordinary & necessary for business
2. Intent of the deduction is for business

IRS REQUIRED DOCUMENTATION

This is required but is easy!

Also, increases your survival of audit!

- Receipt detailing what was purchased
- Bank statements and credit card statements
 - Prove you or your business paid for it
 - **The IRS does not accept this as a receipt**

REALTOR®: PERSONAL OR BUSINESS

SMIRK TEST

REALTOR®: PERSONAL OR BUSINESS

Babysitting Services Used While Attending
Business Events Or Client Meetings

Beauty Supplies For Professional Marketing
Events Or Photoshoots

Cell Phone Accessories (Chargers, Mounts,
Microphones)

REALTOR®: PERSONAL OR BUSINESS

Cell Phone Charges

Clothing With Brokerage Or Brand Logo

Computers Used For Business

Home Internet (Business Portion)

Home Office Décor

Home Office Furniture

REALTOR®: PERSONAL OR BUSINESS

Mani/Pedi Gift Cards Used As Client Gifts

Meals With Clients Who Are Also Friends

Meals With Spouse During Legitimate

Business Discussion

Office Lighting Used For Video

REALTOR®: PERSONAL OR BUSINESS

Professional Hair Or Makeup For Marketing

Videos Or Listing Shoots

Smartphone Used For Business

Social Media Wardrobe Purchases Used

Strictly For Brand Content

Special Clothing Outfits Purchased

REALTOR®: PERSONAL OR BUSINESS

Specifically For Social Media Branding
Staging Décor Temporarily Used In The
Agent's Home - Reused In Listings
Video Lighting Equipment Used At
Home Office Studio

REALTOR®: PERSONAL OR BUSINESS

Wine Or Refreshments Served At Client Gatherings At The Agent's Home

Laptops, iPads, TVs Used For Showings

**EXPENSES ALMOST ANY
BUSINESS CAN DEDUCT**

**TAX
SMASH**
FOR REALTORS®



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING

 CLOSED®
TITLE REINVENTED


NO PLACE
LIKE HOME
INSPECTIONS

D·R·HORTON
America's Builder

REALTOR®: ALL BUSINESS DEDUCTIONS

**ACCOUNTING
& TAX PREP
FEES**

REALTOR®: ALL BUSINESS DEDUCTIONS

Bank Charges And Fees

Credit Card Annual Fees

Credit Card Interest (Business Purchases)

Independent Contractors

Insurance (General Business)

Interest Expense – Business Loans

REALTOR®: ALL BUSINESS DEDUCTIONS

Internet Service (Home, Mobile, Office)

Legal Fees

Membership Fees (Chamber, Networking
Groups, Civic Organizations)

Office Supplies

Outside Services

REALTOR®: ALL BUSINESS DEDUCTIONS

Payroll For Employees

Payroll Taxes

Postage

Professional Consulting Fees

Security Software Or Systems

REALTOR®: ALL BUSINESS DEDUCTIONS

Software Subscriptions

Telephone Service

BUSINESS ASSETS

TAX SMASH

FOR REALTORS®



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING®

 CLOSED®
TITLE REINVENTED


NO PLACE
LIKE HOME
INSPECTIONS


D·R·HORTON
America's Builder

REALTOR®: BUSINESS ASSETS

Cell Phones Purchased For Business

Computers

Office Décor

Office Equipment (Scanner, Copier)

Office Furniture

Printers

Staging Assets Used For Multiple Listings

- Art
- Fixtures
- Furniture
- Decorations
- Towels

Vehicles (Coming Up)

**BEING A REAL
BUSINESS OWNER**

**TAX
SMASH**
FOR REALTORS®



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING

 CLOSED®
TITLE REINVENTED

 NO PLACE
LIKE HOME
INSPECTIONS

D·R·HORTON
America's Builder

REALTOR®: BUSINESS OWNER

Administrative Assistants

Bookkeeping Services

Business Coaching

Business Consulting

Cloud Storage Services

Email Marketing Platforms

REALTOR®: BUSINESS OWNER

Listing Coordinators

Operations Software

Scheduling Software

Transaction Coordinators

Virtual Assistants

SECURING YOUR FUTURE

TAX SMASHERS[®]

FOR REALTORS[®]



MAXING OUT TRADITIONAL IRA

You have until April 15th to contribute and get the deduction for the prior year.

Year 2025:

Traditional IRA: \$7,000

Catch-up \$1,000 or \$8,000 if age 50+

Year 2026:

Traditional IRA: \$7,500

Catch-up \$1,100 or \$8,100 if age 50+

MAXING OUT ROTH IRA

You have until April 15th to contribute and get the deduction for the prior year.

Year 2025:

Roth IRA: \$7,000

Catch-up \$1,000 or \$8,000 if age 50+

Year 2026:

Roth IRA: \$7,500

Catch-up \$1,100 or \$8,100 if age 50+

SIMPLE-IRA: MAX OUT WITHHOLDINGS

Year 2025:

\$16,500

\$17,600 if employer has 25 or less employees

\$20,000 if age 50-59 & 64+

\$21,450 if employer has 25 or less employees

\$21,750 if ages 60-63

\$22,850 if employer has 25 or less employees

SIMPLE-IRA: MAX OUT WITHHOLDINGS

Year 2026:

\$17,000

\$18,100 if employer has 25 or less employees

\$21,000 if age 50-59 & 64+

\$21,950 if employer has 25 or less employees

\$21,750 if ages 60-63

\$23,350 if employer has 25 or less employees

401(K): MAX OUT WAGES WITHHOLDINGS

Year 2025:

401K: \$23,500

Catch up \$7,500 or \$31,000 if ages 50-59 and 64+

NEW: Catch up \$11,250 or \$34,750
for ages 60, 61, 62 & 63

This is total catch-up

401(K): MAX OUT WAGES WITHHOLDINGS

Year 2026:

401K: \$24,500

Catch up \$8,000 or \$32,500 if ages 50-59 and 64+

NEW: Catch up remains \$11,250 or \$35,750
for ages 60, 61, 62 & 63

This is total catch-up

401(K): SELF-EMPLOYED FILING SCHEDULE C

If you are self-employed as defined as filing Schedule C, you have until April 15th to contribute and get the deduction for the prior year.

The deduction is limited to your net profit on Schedule C (line 1), as well as possible other limitations.

MAX SEP RETIREMENT

25% BASED ON W-2 WAGES

Year 2025: (IRS Notice 2024-80)

\$70,000 Max (Requires \$280,000 in W-2 wages)

No Catch up

MAX SEP RETIREMENT

25% OF SELF-EMPLOYMENT NET EARNINGS

Year 2025: (IRS Notice 2024-80)

\$70,000 Max (Requires \$280,000 in S/E earnings)

No Catch up

MAX SEP RETIREMENT

25% BASED ON W-2 WAGES

Year 2026:

\$72,000 Max (Requires \$288,000 in W-2 wages)

No Catch up

MAX SEP RETIREMENT

25% OF SELF-EMPLOYMENT NET EARNINGS

Year 2026:

\$72,000 Max (Requires \$288,000 in S/E earnings)

No Catch up

SEP: SELF-EMPLOYED FILING SCHEDULE C

If you are self-employed as defined as filing Schedule C, you have until April 15th to contribute and get the deduction for the prior year.

If you file an extension for individual tax return (Form 1040), you have until October 15th to contribute and get the deduction for the prior year.

The deduction is limited to 25% of your net profit on Schedule C (line 1), as well as possible other limitations.

OKLAHOMA 529 PLAN

Oklahoma Tax Deduction Only

Must be an Oklahoma 529 Plan

\$10,000 Deduction

\$20,000 if Married Filing Jointly



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING

 CLOSED[®]
TITLE REINVENTED


NO PLACE
LIKE HOME
INSPECTIONS


D·R·HORTON
America's Builder

REALTOR®: MISUNDERSTOOD

Augusta Rule Home Rental Strategy

Home Office Deduction Methods

Paying Children Through The Business

S-Corp Paying Rent To Homeowner

Vehicle Deduction Myths (Mileage Vs Actual)

WHAT CAN I TAX DEDUCT?

WHAT CAN I WRITE-OFF?

Anything **related to your business!**

IRC Code Section 162 requires 2 basics to any business tax deduction:

1. It be ordinary & necessary for business
2. Intent of the deduction is for business

IRS REQUIRED DOCUMENTATION

This is required but is easy!

Also, increases your survival of audit!

- Receipt detailing what was purchased
- Bank statements and credit card statements
 - Prove you or your business paid for it
 - **The IRS does not accept this as a receipt**

REALTOR®: BULLSH*T DEDUCTIONS?

Real deductions that sound
ridiculous

but have been allowed

when tied to **business purpose.**

REALTOR®: BULLSH*T DEDUCTIONS?

- Aquarium maintenance – Aquariums, fish, and maintenance costs used in a client-facing office environment to improve the customer experience.

REALTOR®: BULLSH*T DEDUCTIONS?

- Boat used for business promotion or entertainment – Boat expenses when primarily used for business networking, promotional events, or client entertainment.

REALTOR®: BULLSH*T DEDUCTIONS?

- Botox used for professional appearance –
Cosmetic procedures allowed in rare cases
when appearance is directly tied to
generating income.

REALTOR®: BULLSH*T DEDUCTIONS?

- Clothing not suitable for everyday wear –
Costumes or specialized clothing used only for performances, promotional events, or marketing content.
- Clothing with brokerage or brand logos –
Apparel clearly used for marketing or promotion of the business.

REALTOR®: BULLSH*T DEDUCTIONS?

- Guard dogs for business security – Food, veterinary care, and training for dogs used to protect business property.
- Louis Vuitton or luxury bags used as business briefcases – High-end bags used primarily to carry laptops, contracts, and business materials.

REALTOR®: BULLSH*T DEDUCTIONS?

- Napa Valley trips tied to client networking or events – Travel tied to relationship-building with clients or professional networking activities.

REALTOR®: BULLSH*T DEDUCTIONS?

- Office décor that enhances client experience
 - Decor such as aquariums, furniture, scenting, and design used in client-facing environments.

REALTOR®: BULLSH*T DEDUCTIONS?

- Photography props used for marketing – Furniture, décor, or props purchased specifically for listing photography or marketing content.

REALTOR®: BULLSH*T DEDUCTIONS?

- Pest control animals – Animals maintained to control pests at business property (famously allowed for junkyard cats).
- Research trips for business markets or investments – Travel taken to study markets, attend industry conferences, or research investment opportunities.

REALTOR®: BULLSH*T DEDUCTIONS?

- Security cameras protecting listings or business property – Monitoring systems used to protect vacant listings or other business assets.
- Specialized jewelry used as professional branding – Jewelry used consistently as part of a recognizable personal brand.

REALTOR®: BULLSH*T DEDUCTIONS?

- Vegas trips tied to conventions or industry networking – Travel tied to conferences, seminars, masterminds, or professional development events.

REALTOR®: BULLSH*T DEDUCTIONS?

- Wine or refreshments served at client events
 - Wine purchased for client appreciation parties, networking events, or listing celebrations.
- Body oil used for competitions – Allowed for a professional bodybuilder because it was necessary for competitions.

REALTOR®: BULLSH*T DEDUCTIONS?

- Cat food used to attract pest-control cats – Allowed because the cats controlled rats and snakes on business property.
- Clarinet lessons prescribed as medical treatment – Allowed as a medical deduction when recommended by a physician to correct a dental condition.

REALTOR®: BULLSH*T DEDUCTIONS?

- Swimming pool prescribed for medical therapy – Allowed when a doctor prescribed the pool to treat a medical condition.
- Unusual uniforms or costumes for performers – Allowed when the clothing clearly cannot be worn as everyday attire.



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING

 CLOSED®
TITLE REINVENTED


NO PLACE
LIKE HOME
INSPECTIONS


D·R·HORTON
America's Builder

REALTOR®: AUTOMOBILE EXPENSES

Auto Insurance

Car Washes/Detailing

Gas

Lease Payments

Loan Interest On Vehicle

Oil Changes

REALTOR®: AUTOMOBILE EXPENSES

Parking Fees

Registration Fees

Repairs

Tags

Tires

Tolls

REALTOR®: AUTOMOBILE EXPENSES

Vehicle Depreciation on Purchase Cost

Vehicle Excise Tax

Standard business mileage rate

70 cents (per mile) 2025

72.5 cent (per mile) 2026

NOTE: Interest expense on the auto loan is NOT included in the mileage rate. This means the interest expense on an auto loan is deductible in addition to the mileage rate, to the extent of the percentage of business use.

Interest expense is not deductible on a leased vehicle, as there is no interest expense on a leased vehicle.

DEPRECIATION: VEHICLE PURCHASE

**SUV OR
TRUCK**

OVER

**6,000 LB
GVWR**

IRC Sec. 168 (Bonus Depreciation)

- 40% (1/1/25 - 1/19/25)
- 100% (1/20/25 & after)

IRC Sec. 179

- \$31,300 allowed in 2025
- \$32,000 allowed in 2026

**GVWR:
GROSS VEHICLE WEIGHT RATING*

DEPRECIATION: VEHICLE PURCHASE

**VEHICLE
6,000 LB
OR LESS
GVWR**

Depreciation cannot
exceed the purchase
amount

Vehicle Purchased in 2025

2025 depreciation \$20,200

- If no bonus depreciation \$12,200

2026 depreciation up to \$19,600

2027 depreciation up to \$11,800

2028 & after depreciation up to \$7,060

VEHICLE EXPENSES:

ACTUAL EXPENSES METHOD

If the actual auto expenses are used, this includes:

- Depreciation of the purchase price of the vehicle
 - Regardless of the amount of down-payment, trade-in or financed
- Leased vehicle
 - No depreciation allowed
 - The monthly lease cost is included

VEHICLE EXPENSES:

PURCHASE PRICE MEANS

Depreciation of the purchase price is based on the “purchase price”

The amount you paid or a going to actually pay!

Not FMV, not MSRP, and not sticker price

This is NOT what money you gave at the time of purchase

Subtract: Rebates, discounts

Do NOT subtract: Down payment, amount financed, trade-in value

These all represent a form of “payment” for total purchase

Financing does NOT affect “purchase price” as you will pay it later

**PURCHASE PRICE = COST =
DEPRECIABLE AMOUNT**

Sales Price 73,500
Less: Rebate - 1,250
Add: Fees + 299

Cost to Depreciate = 72,549

**Did NOT affect purchase price
for tax purposes**

- Trade-in allowance/value
- Pay-off of trade-in
- Amount paid at pick up
- Amount financed
- Balance Due on Delivery

SALE PRICE	\$ 73500.00	←
Dealer Installed Items:	\$	
TRADE-IN VEHICLE #1 ALLOWANCE	\$ (40500.00)	←
Year 2014 Make FORD TRUCK		
Model SUPER DUTY Miles 47434		
VIN #		
TRADE-IN VEHICLE #2 ALLOWANCE	\$ (N/A)	
Year Make		
Model Miles		
VIN #		
TRADE DIFFERENCE	\$ 33250.00	←
Pay-off on trade-ins	\$ 33211.94	←
Customer cash or check down	\$ (N/A)	
Rebates as down	\$ (1250.00)	←
Customer Services, Prep., Processing	\$ 299.00	←
SUB-TOTAL	\$ 65610.94	←
Extended Service Contract	\$ N/A	
Gap Coverage	\$ N/A	
ETCH	\$ N/A	
Auto Perfect	\$ N/A	
Credit Life Premium	\$ N/A	
Disability Premium	\$ N/A	
Tag, Taxes, Title Fees	\$ N/A	
Recording Fees	\$ N/A	
BALANCE DUE ON DELIVERY	\$ 65610.94	←

**PURCHASE PRICE = COST =
DEPRECIABLE AMOUNT**

Selling Price 38,273
Less: Rebate - 4,000
Add: Fees + 509

Cost to Depreciate = 34,782

**Did NOT affect purchase price
for tax purposes**

- MSRP
- Trade-in allowance/value
- Net Due
- Total balance due

PURCHASE INFORMATION	
Invoice	40675.00
	+ N/A
Total	40675.00
Selling Price	38273.00
Rebate	- 4000.00
Trade Allowance	- 5700.00
Net Due Before Products & Fees	28573.00
	+ N/A
LIC FEE	+ 10.00
ADP Fee	+ 499.00
Net Due After Products & Fees	29082.00
Net Balance Due	+ N/A
Trade Payoff	+ N/A
Total Cash Price	= 29082.00
Cash Received	- N/A
Rebate as Cash Down	- N/A
Total Balance Due	= 29082.00

VEHICLE EXPENSES:

ACTUAL EXPENSES METHOD

If the actual auto expenses are used, this includes:

- Interest expense on the auto loan
- Insurance
- Repairs
- Maintenance (oil changes)
- Tires
- Gas



Mileage Method or Actual Expense Method

STANDARD MILEAGE RATES **or** ACTUAL AUTO EXPENSES

Only available for vehicles reported on Schedule C, F or E (or any available areas of the individual return)

Year by year (per vehicle: each vehicle can be treated differently)

- You must use the mileage method in the 1st year *to later use either* the mileage or actual expenses
- If you use actual expenses in the 1st year, you cannot use the mileage method in following years

STANDARD MILEAGE RATES **or** ACTUAL AUTO EXPENSES

Both methods based on the number of business miles

- **Standard mileage rate** = Number of business miles multiplied by the allowable rate (cents per mile)
- **Actual expenses allowed as a business deduction** = percentage business use determined by the number of business miles divided by the total number of miles, in each year

EXAMPLE: ANNUAL ACTUAL EXPENSES **\$50,000 PURCHASE UNDER 6,000 LB GVWR**

\$20,400 Depreciation (If over 6,000 lb GVWR, this might be higher in year one)

\$ 3,125 Interest expense on the auto loan

\$ 1,200 Insurance

\$ 900 Repairs

\$ 200 Maintenance (oil changes, car washes)

\$ 800 Tires

\$ 3,600 Gas

\$30,225 TOTAL ACTUAL EXPENSES (next slide)

EXAMPLE: STANDARD MILEAGE RATE **or** ACTUAL AUTO EXPENSES

20,000 total miles in the year (average 385 /miles week)

14,000 business miles (average 270 /miles week)

= **70%** business use

Mileage method:

14,000 miles x 70 cents per (2025) = **\$9,800 tax deduction**

Actual expenses method:

\$30,255 in vehicle expenses (previous slide)

x **70%** = **\$21,179 tax deduction**

EXAMPLE: STANDARD MILEAGE RATE **or ACTUAL AUTO EXPENSES**

Which method you would you select ? Can only choose one!

Mileage method: \$9,800 tax deduction

- Use this in year one, in future years you can choose mileage or actual
- Will mileage be more of a deduction over time?

Actual expenses method: \$21,179 tax deduction

- Use this in year one, in the future you **ONLY** can use the actual method
- You **CANNOT** use mileage method in the future
- Will expenses continue? **NOTE:** Depreciation decreases over time

MILES THAT DO **NOT** COUNT AS BUSINESS?

Daily commute from your home to your normal office.

If you have a home office

- Your miles could count as soon as you leave home
- If you are headed somewhere for business first
- If you have a 2nd office, this does not change counting your miles from your home office

HOME OFFICE ADVANTAGE

If you have a qualified home office and properly claim it as such on your tax return, it may decrease your commuting mileage, as you would be leaving from your 1st office each day.

MILES THAT COUNT AS BUSINESS?

Traveling from your normal office location to a secondary office

Example:

Traveling for client meetings, showings or business events

MILES THAT DO NOT COUNT AS BUSINESS?

Daily commute from your home to
your normal office

MILEAGE LOG: BUSINESS MILES

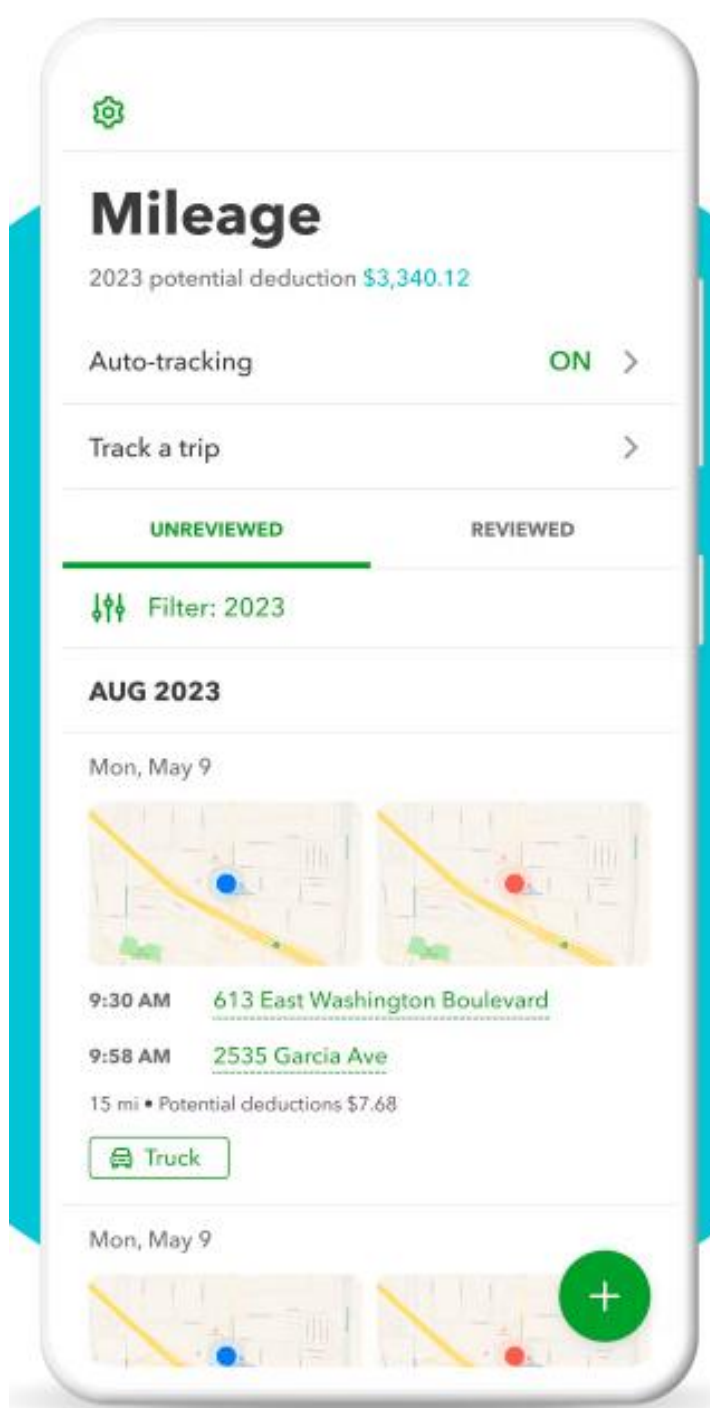
The IRS requires you keep a mileage log:

1. Date
2. Destination
3. Purpose of travel
4. Odometer readings (start, stop, & miles traveled)
5. Type of expenses incurred
6. Expense amount paid

APPS TO TRACK MILEAGE

We use this!

Our clients use this!



**SCHEDULE C
(Form 1040)**

Department of the Treasury
Internal Revenue Service

Profit or Loss From Business
(Sole Proprietorship)

Go to *www.irs.gov/ScheduleC* for instructions and the latest information.
Attach to Form 1040, 1040-SR, 1040-NR, or 1041; partnerships must generally file Form 1065.

OMB No. 1545-0074

Attachment
Sequence No. **09**

Part IV Information on Your Vehicle. Complete this part **only** if you are claiming car or truck expenses on line 9 and are not required to file Form 4562 for this business. See the instructions for line 13 to find out if you must file Form 4562.

43 When did you place your vehicle in service for business purposes? (month/day/year) / /

44 Of the total number of miles you drove your vehicle during 2024, enter the number of miles you used your vehicle for:

a Business **b** Commuting (see instructions) **c** Other

45 Was your vehicle available for personal use during off-duty hours? **Yes** **No**

46 Do you (or your spouse) have another vehicle available for personal use? **Yes** **No**

47a Do you have evidence to support your deduction? **Yes** **No**

b If "Yes," is the evidence written? **Yes** **No**



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING+

 CLOSED[®]
TITLE REINVENTED

 NO PLACE
LIKE HOME
INSPECTIONS
405-696-0888
www.nplhi.com

 D·R·HORTON
America's Builder

THE REALTOR TAX DISASTER



SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING

 CLOSED[®]
TITLE REINVENTED

 NO PLACE
LIKE HOME
INSPECTIONS

 D·R·HORTON
America's Builder



Schedule C

vs.

S-Corp

TAX RATES FOR REALTORS



SELF-
EMPLOYED
(FORM 1099)
= Sole Proprietor
= Business
Owner

BEST REALTOR TAX STRATEGY

Set up an entity structure: Our clients select LLC

- You need to consult an attorney or use Legal Zoom
- Separate you and your assets from your business
- Limit your personal liability
- This is NOT selecting your tax classification

Select tax classification: S-Corp

- You must use a tax professional. **DO NOT DO YOURSELF!**
- Must file Form 2553 timely-75 Days **See instructions but use tax pro**
- Fit for clients who are “active” in their business
- NOTE: Partnership best for passive activities

**AVERAGE REALTOR COMBINED
TAX RATE ON TAXABLE INCOME**

AVERAGE REALTOR IN OKLAHOMA

FILING SCHEDULE C

42% in total income taxes for

FILING LLC as S-CORP

27% in total income taxes for

SELF-EMPLOYED FILING SCHEDULE C BASED ON THE NET INCOME, THERE IS BOTH INCOME TAX & SELF-EMPLOYMENT TAXES DUE

You will pay three (3) types of taxes on the net income as a realtor filing as a sole proprietor filing Schedule C:

1. **Federal** income taxes (Max 37%) *Average Realtor 22%*
2. **Oklahoma** income taxes Example: (4.75%)
3. **Self-employment** (S/E) taxes (15.3% up to \$168,600)
 - 2.9% net S/E income above \$168,600
 - 3.8% net S/E income above \$250,000 MFJ or \$200,000 single/HH

NO SELF-EMPLOYED FILING S-CORPORATION BASED ON THE NET INCOME, THERE IS **ONLY** **INCOME TAX**

You will pay three (3) types of taxes on the net income as a realtor filing as a S-Corporation:

1. **Federal** income taxes (Max 37%) *Average Realtor 22%*
2. **Oklahoma** income taxes Example: (4.75%)
- ~~3. **Self-employment** (S/E) taxes (15.3% up to \$168,600)~~
 - ~~— 2.9% net S/E income above \$168,600~~
 - ~~— 3.8% net S/E income above \$250,000 MFJ or~~
 - ~~— \$200,000 single/HH~~



EXAMPLE:
Which result
do you pick?

YOU: NEXT TAX SEASON

- How many homes transactions will you have? Sellers or buyers agent
- Home price times your net commission
- Example: You sell 6 homes for the year

YOU: NEXT TAX SEASON

You sell 6 homes during the calendar year

	Home Price	Example Only Approx Commission
1.	\$208,000	\$6,000
2.	\$456,000	\$13,000
3.	\$315,000	\$9,000
4.	\$523,000	\$15,000
5.	\$783,000	\$23,000
6.	\$672,000	\$20,000

Total Example Only

Appox. Commission \$86,000

YOU: NEXT TAX SEASON

Your Form 1099 from your Broker **\$86,000 Income**

Your Total Federal & Oklahoma Tax **Due April 15th**

Not S-Corp

\$20,914 No Receipts, No Mileage Log, No Deductions

\$15,955 \$10,000 Receipts & 10,000 mileage log

S-Corp

\$11,771 No Receipts, No Mileage Log, No Deductions

\$8,118 \$10,000 Receipts & 10,000 mileage log

YOU: NEXT TAX SEASON

Form 1099 \$86,000 Income

Due April 15th

What you did you already learn?

Wait & See: Write a check for \$20,914

LLC as S-Corp with receipts & mileage log:

Write a check for \$8,118

Savings: \$12,796

A WORD ON “LLC’S”

You create an LLC at the
Oklahoma Secretary of State

You can only elect it to be a S-
corp with the IRS

A WORD ON “LLC’S”

LLC’S ARE A LEGAL DESIGNATION

“LLC” IS **NOT** A TAX
CLASSIFICATION

**YOU MUST REGISTER YOUR LLC
WITH THE OKLAHOMA REAL
ESTATE COMMISSION**

SEEK TAX ADVISOR

We recommend to clients they do not consider becoming an S-corporation until they are routinely netting over \$40,000 in “net” taxable income.

This is due to the cost of the s-corporation vs. The potential tax savings.

A WORD ON “LLC’S”

YOU MUST REGISTER YOUR LLC WITH THE OKLAHOMA REAL ESTATE COMMISSION BEFORE YOU DO ANYTHING WITH IT. THE FINES WILL BE THOUSANDS AND THOUSANDS AND THOUSANDS OF DOLLARS. COORDINATE THIS WITH BROKER.

A REALTOR IN A PREVIOUS CLASS TOLD US THEIR FINE WAS \$28,000 AND THEY COULD NOT GET OUT OF IT! THIS IS NO JOKE!

FROM OREC WEBSITE



OKLAHOMA
Real Estate Commission

Payment of Commission Entity

A payment of commission entity is a business entity created by a real estate licensee for the sole purpose of receiving earned commissions from their brokerage. Many real estate licensees decide to receive their commissions through an entity instead of their legal name for tax purposes. For additional information, please seek advice from an attorney or CPA.



Entity may not advertise or receive commissions except from the Broker

The pay entity is prohibited from receiving commissions/income for any other business or brokerage (even if unrelated to real estate). The pay entity shall only be used for the purposes of receiving earned commissions from your Broker.



Each associate may only register one entity

Each associate may only register one entity for the purpose of receiving commissions from their brokerage.



Broker approval required

Broker approval must be provided in order for the pay entity to be registered with the Commission. Broker approval is obtained when requesting registration in the [License Portal](#).



Ownership in the entity is limited to spouses and blood relatives

Only blood relatives and spouses are allowed to have an ownership interest in the entity. Other licensees, team members, business partners, and unlicensed persons are not allowed to have ownership in the entity unless they are blood related or a spouse.



Licensee requesting registration must be the majority stockholder of the entity

The licensee requesting registration must own more than 50% of the pay entity being registered.



Register the pay entity with the Commission and with the Secretary of State

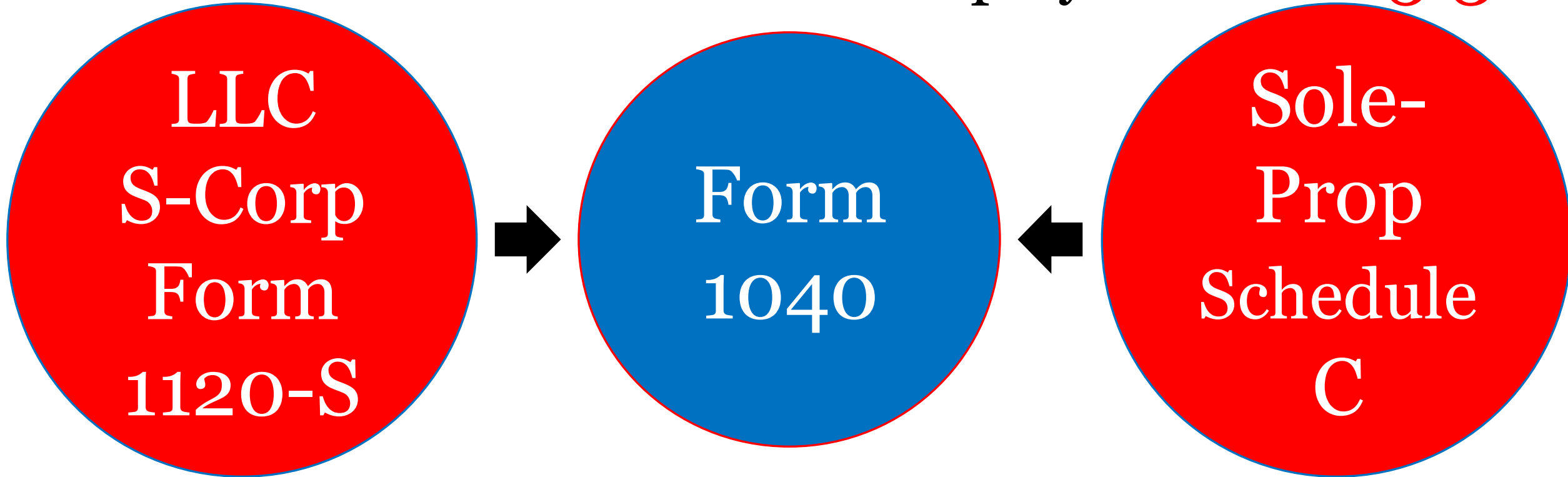
Visit the [Secretary of State website](#) and register the entity and obtain a certificate of Good Standing. Additionally, you will need to login to the your [License Portal](#) and request registration of the entity with the Commission.



Entity cannot perform licensable activity

The business entity is prohibited from performing any act requiring a real estate license (i.e. advertising or soliciting using the business entity name, selling, buying, etc.) and must not hold itself out to appear to be a real estate company or business.

All net income subject to
self-employment tax **15.3%**



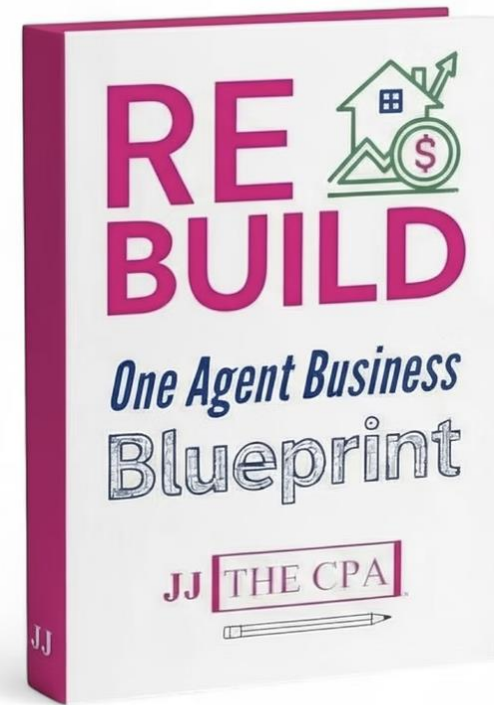
Self-employment tax **0%**
Wages subject to 15.3%
but you decide that amount

S-CORP REQUIRES WAGES TO BE PAID TO THE REALTOR FOR SERVICES TO THE S-CORP

Wages are subject to payroll taxes which is the same rate as self-employment taxes, but on a lower amount that can be controlled and predictable vs. self-employment taxes.

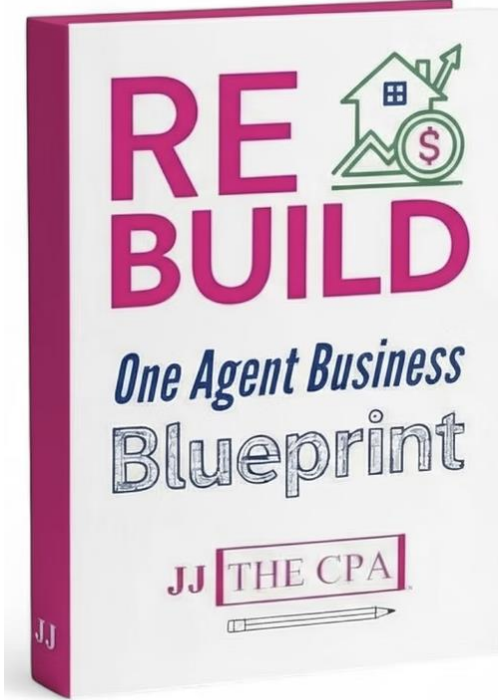
Payroll taxes for owner who is both employee & employer:

$$\begin{aligned} & \text{Employee withholdings } 7.65\% \\ + & \text{ Employer match } 7.65\% \\ = & \text{ Total tax } 15.3\% \end{aligned}$$



With over 33 years of experience advising real estate professionals, I know exactly where agents leave money on the table — and how to help them keep more of what they earn. Whether you're in your second year or your twentieth, this book will show you: how to structure your business to save thousands in taxes; what every REALTOR® must track (and keep) to stay audit-proof; why building wealth starts with clarity — not commission; and the 10 essential steps to run a real business, not just buy and sell homes.

How to reclaim your calendar, confidence, and bottom line. This is more than a tax strategy book; it's a mindset shift. It's your permission slip to build a life and business you love — without burnout. I wrote this book for the agents closest to me: my wife, daughter, sister, and the hundreds of REALTORS® I've served for decades. This is personal, proven, and your blueprint. This isn't a tax manual or just a business strategy; it's my playbook, built from real experience, for real people I care deeply about. So, when you hold this book in your hands, know this: you're not alone. You are seen, and you deserve to run your business like the boss you truly are. I didn't become a CPA to crunch numbers; I became a CPA to change the game for entrepreneurs who were never taught how to run a genuine business. And let's be honest — real estate agents have been some of the most overlooked professionals in that conversation for far too long. I've seen too many agents get left behind by bad advice, zero planning, and a complete lack of financial clarity from those they seek tax and financial advice from. I am here to change that. The One-Agent Business™ Blueprint is more than a concept — it's a blueprint for the Realtor ready to run their business like a CEO, stop chasing commissions, and start building real wealth. If you're reading this, you've already taken the first step. And I will be here — through every chapter — to show you exactly how to take your career to the next level.



REBUILD:

THE ONE-AGENT BUSINESS BLUEPRINT™

THE TRUTH _____

FSBO _____

Step 1: Choose the right business structure



LLC



S-CORP

Step 2: Build a real business plan

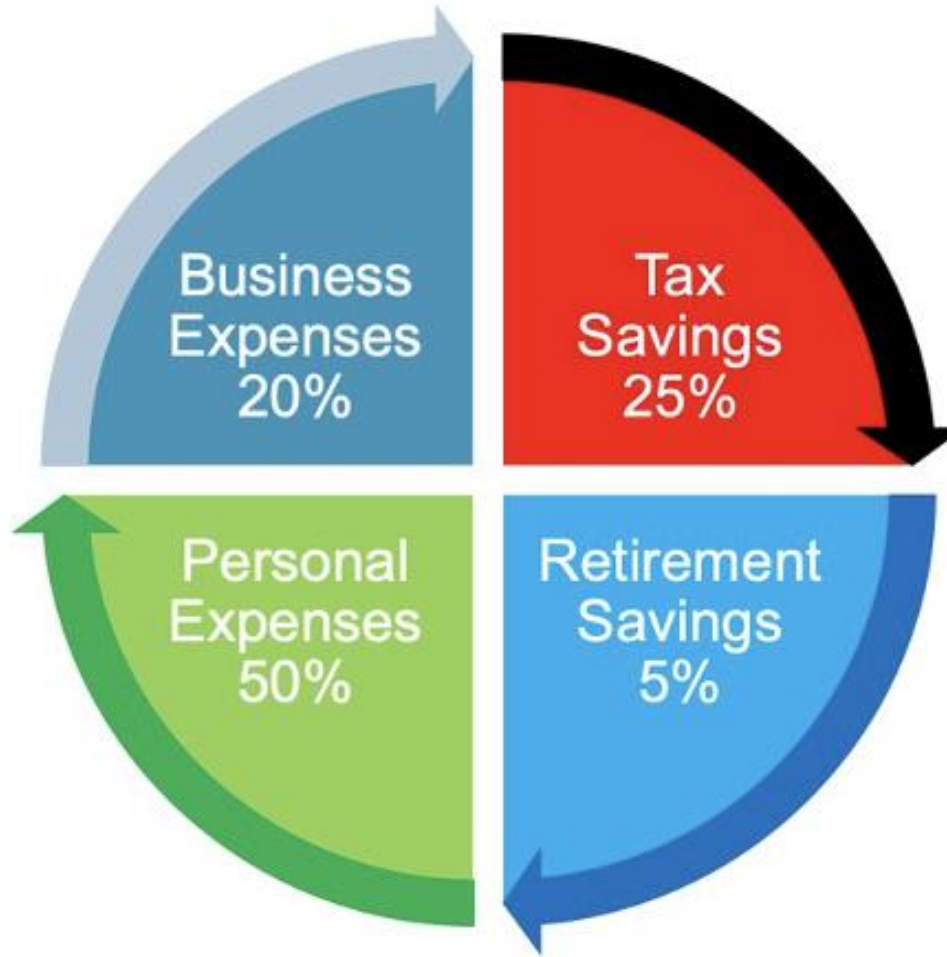
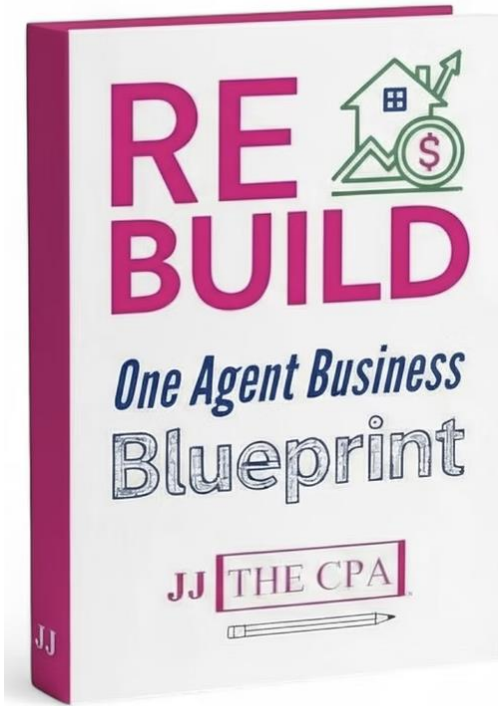
Pull Pages 29 & 30

Step 3: 4-Account Cash Flow

Pull Pages 37 & 38

REBUILD:

THE ONE-AGENT BUSINESS BLUEPRINT™



REBUILD:

THE ONE-AGENT BUSINESS BLUEPRINT™

Step 4: Set income goals that scale

Commish ÷ Commish Rate = Production

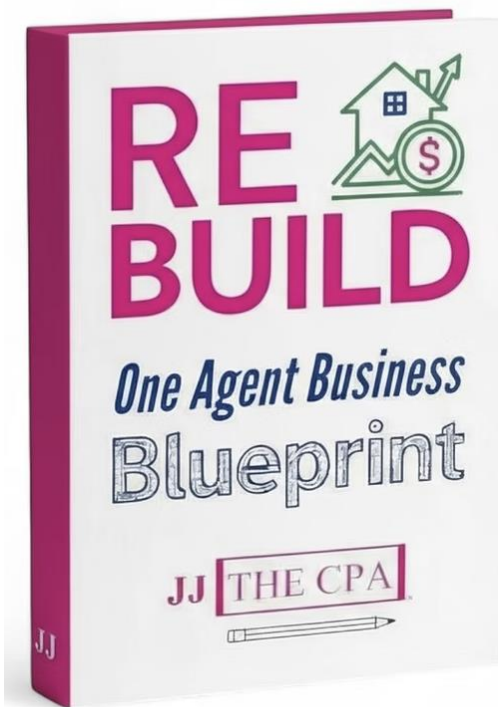
Pull Page 44

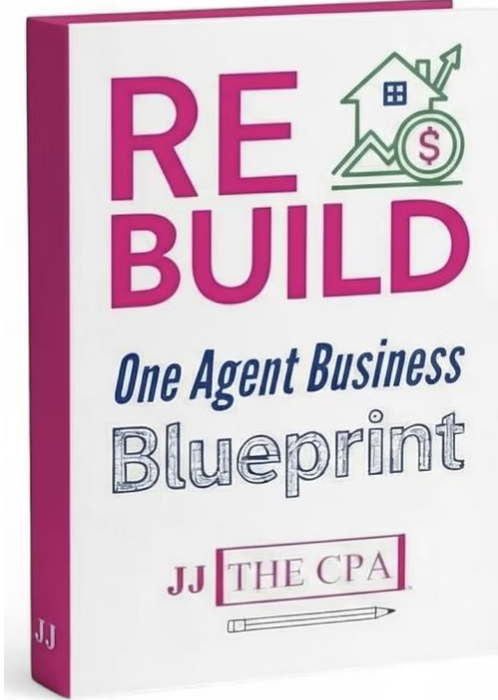
Step 5: Design a marketing plan that works

Rule of 3 – Pull Page 48

Step 6: Automate your operations

CEO Mode vs. Agent Mode –Page 53





REBUILD:

THE ONE-AGENT BUSINESS BLUEPRINT™

Step 7: Year-round tax strategy -Pages 66-67

Step 8: Start retirement now – SAVE 5%!

Step 9: Protect it all - INSURANCE

Step 10: Scaling: TIME

PUT YOURSELF FIRST

Learn More

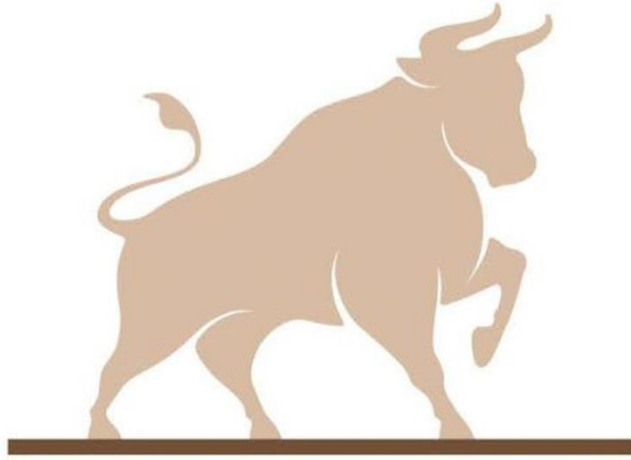
www.jensonandjenson.com





JENSON & JENSON

THANK YOU!



JENSON & JENSON

www.jensonandjenson.com
2224 Bridgeview Blvd, Edmond, OK 73003
(405)-715-1556
cooper@jensonandjenson.com





SUPREME  LENDING



JENSON & JENSON

 REAL PRODUCERS

 ACTS 29
ROOFING+

 CLOSED®
TITLE REINVENTED


NO PLACE
LIKE HOME
INSPECTIONS
405-696-0888
www.nplhi.com


D·R·HORTON
America's Builder