



# HEALTHY COIN PRICE LIST

*Healthy. Transparency.*



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# FIRST, WHY?

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Here's the **backdrop**.

After a 90-minute call with a prospect on January 11, 2018, I got this question:

***“Why isn't your pricing public facing?”***

My response:

***“Because I don't want to scare someone off that doesn't understand the value I can bring.”***

Three years later I revisited that response and I've since flipped it on its head.

**I definitely want to scare off prospects that don't understand the value I can bring.**

And there you have it. Now, pricing is transparent. As you review this, I encourage you to ask me about my value proposition. I have an answer for you.

Below are some of my **ringers for reasons** for sharing transparent pricing upfront.

- *Price Transparency Builds Knowledge*
- *Price Transparency Reduces Uncertainty*
- *Price Transparency Emphasizes Value, not Prices*
- *Price Transparency Motivates Clients to Focus on Results, not the Invoice*
- *Price Transparency Holds My Team Accountable to the Delivery of Services*

# 1. TAX SERVICES

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Healthy Coin LLC provides tax services and below is our pricing.

## Individual Tax Services

- **\$125**      **Form 1040 (Standard)**
  - *W-2 statement, 1099, 1096, 3-5 additional tax documents,*
  
- **\$175**      **Form 1040 (Itemized)**
  - *Standard Return with itemized Schedule A*
  
- **\$250**      **Form 1040 (Advanced)**
  - *Itemized Return with special income & expenses (stocks, real estate...)*
  
- **\$500**      **Form 1040 (Complex)**
  - *Advanced Return with complex taxation treatment (business, foreign...)*
  
- **\$500**      **Individual Tax Planning Session**
  - *Advanced analysis of tax burden, calculations and recommendations*

*If you're not sure which of these are right for you, upload your previous year tax return and we will tell you which one makes the most sense and explain our reasoning behind that assumption.*

## Business Tax Services

- **\$500**      **Form 1120, 1120-S, 1065 (Standard)**
  - *Income, Expenses, 2 Shareholders*
  
- **\$1,000**      **Form 1120, 1120-S, 1065 (Complex)**
  - *Standard Return with complex transactions*
  
- **\$1,000**      **Business Tax Planning Session**
  - *Advanced analysis of tax burden, calculations and recommendations*

*If you're not sure which of these are right for you, upload your previous year tax return and we will tell you which one makes the most sense and explain our reasoning behind that assumption.*

## Individual Tax – Additional Charges

- Rental Properties
- Schedule K-1's
- 2441, 8880, 3903, 4684, 8829, 8863, 4562
- 6251, 6252, 5471, 2555
- Sale of home
- Amendments

*\$25 per item*

## Business Tax – Additional Charges

- 263A
- 5471
- 5472
- Change in ownership
- Advanced M-1
- Advanced M-3
- Disposition of fixed assets
- Rental properties
- Tax grouping
- Multiple states

*\$50 per item*

## 2. BOOKKEEPING SERVICES

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Healthy Coin LLC provides bookkeeping services and below is our pricing.

### Business Bookkeeping Services

#### Starter Package

*Best for companies just starting out with revenues less than 50K*

- **\$125 / month**
  - *Quarterly bookkeeping\**
  - *Quarterly financial statements*
  - *Email Support*
  - *Business Tax on Schedule C*
  - *Individual Tax Return*

#### Plus Package

*Best for established companies with revenues between 50K and 100K*

- **\$250 / month**
  - *Monthly bookkeeping\**
  - *Monthly financial statements*
  - *Payroll Review*
  - *Email & Phone Support*
  - *Business Tax Return (separate or included with 1040)*
  - *Individual Tax Return*

*\*Bookkeeping involves posting entries to the general ledger, reconciling accounts and preparing periodic financial statements.*

## 3. ACCOUNTING SERVICES

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Healthy Coin LLC provides accounting services and below is our pricing.

### Business Accounting Services

#### Essentials Package

*Best for growing organizations with revenues between 100K and 250K*

- **\$500 / month**
  - *Monthly accounting*
  - *Monthly financial statements*
  - *Quarterly financial reviews*
  - *Email Support*
  - *Business Tax Return*
  - *Individual Tax Return*

#### Standard Package

*Best for growing organizations with revenues between 250K and 1M*

- **\$750 / month**
  - *Monthly accounting*
  - *Monthly financial statements*
  - *Monthly financial reviews*
  - *Email & Phone Support*
  - *Business Tax Return*
  - *Individual Tax Return*



## Premium Package

*Best for growing organizations with revenues between 1M and 5M*

- **\$1,000 / month**
  - *Monthly accounting*
  - *Monthly financial statements*
  - *Monthly financial reviews*
  - *Email & Phone Support*
  - *Business Tax Return*
  - *Individual Tax Return*
  - *1:1 Review Calls*
  - *Managed budgets*
  - *Forecast reporting*
  - *Managed KPI's*

## Scale Package

*Best for growing organizations with revenues above 5M*

- **Let's Chat**

## 4. CONSULTING SERVICES

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Healthy Coin LLC provides consulting services and below is our pricing.

### Individual Consulting Services

#### **Entrepreneurship Planning Session**

**\$250**

*60-minute meeting to discuss a new business venture*

#### **Real Estate Review Session**

**\$100**

*30-minute meeting to discuss the numbers associated with a real estate acquisition*

*(principal or investment, pricing is per property)*

### Business Consulting Services

#### **Business Formation - White Glove**

**\$500**

*A touchless experience where we do all the heavy lifting in setting up the business.*

#### **Business Formation - DIY Version**

**\$125**

*A prerecorded guide on how to set up the business.*

#### **Cash Flow Rescue Session**

**\$500**

*60-minute meeting to discuss the improvement of cash flow for an existing business*

#### **Accounting Best Practices Session**

**\$500**

*60-minute meeting to discuss industry best practices for an existing business*

## 5. PERSONAL FINANCE SERVICES

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Healthy Coin LLC provides personal finance services and below is our pricing.

### Personal Finance Services

#### **Two Hour Strategic Intensive**

**\$300**

*120-minute meeting to dive (deep) into your personal finance journey, analyze moving targets, and walk away with a meaningful goal and actionable plan.*

#### **Monthly Financial Coaching**

**\$100 / month**

*Monthly meetings to guide you and provide accountability*

#### **Quarterly Financial Coaching**

**\$100 / quarter**

*Quarterly meetings to guide you and provide accountability*

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## OTHER SERVICES

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**Maybe you just need specific help with one thing.  
That's fine too.**

### Business Services - Other

**1099 Form Creation** **\$20 / each**

*Provide us with the vendor and payment info and we'll do the rest*

**Address Rental** **\$25 / month**

*You get a professional business address on paper and 24:7 access to your mail*

**Annual Report** **\$100 / each**

*We file the business annual report in your home state*

**Establish a DBA** **\$100 / each**

*We will set up a DBA in your home state*

**Workers Comp Audit** **\$150 / each**

*We will complete a worker's comp audit*

**15 Minutes** **\$50 / each**

*"I don't see what I need on here but can we talk for 15 minutes?"*

## Individual Services - Other

### **Form W-4 Withholding**

**\$10 / each**

*We will help you withhold the right amount*

### **Plan Sponsor Fee Audit**

**\$25 / each**

*We will review your plan sponsor and advise on your fee structure*

### **15 Minutes**

**\$25 / each**

*"I don't see what I need on here but can we talk for 15 minutes?"*