# Entity Selection & Formation Sex Workers Organizing Against Barriers Conference April 23, 2021: 12-1:30pm EST



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#### **Considerations for Choosing the Correct Business Entity**

Protection of Personal Assets (Limited Liability)

Costs
(Startup & Ongoing)

Attractiveness to Investors and Lenders

Business Entity Selection Tax Strategies

Note: Non-tax factors are the primary considerations for this decision because business entities can choose how they are treated for tax purposes

**Ease of Formation** 

**Management Requirements** 

#### **Choosing the Correct Business Entity: Overview**

#### **Significant Characteristics**

# Corporations: C-Corp & S-Corp

- Owned by stockholders and managed by a board of directors
- Most large business organizations operate as corporations
- Principal attractions: (1) limited liability; (2) well-understood governance laws; (3) ability to transfer ownership easily
- Double taxation

#### **Partnership**

- Separate entity for some purposes but not for others
- "Pass-through taxation": Partnership does not pay taxes; instead, taxes are paid by its partners based upon their respective interests in its profits
- · Many venture capital and investment funds cannot invest in partnerships or LLCs

# Limited Liability Company ("LLC")

- Attempts to combine the best attributes of the corporation and partnership
- Pass-through taxation
- Many venture capital and investment funds cannot invest in partnerships or LLCs

# Sole Proprietorship

- Owned by one person and has little legal significance separate from its owner
- Most prevalent business form due to large number of family businesses in U.S.
- Unlimited personal liability

#### Choosing the Correct Business Entity: Overview (cont'd)

#### **Significant Characteristics**

**Benefit Corp** 

- New type of legal entity
- Entity pursues three goals: (1) generating a competitive return for shareholders;
   (2) pursuing a stated public benefit; and (3) promoting the best interests of those materially affected by its conduct

Non-Profit

- Entity pursues its stated charitable goals only must provide a public benefit
- Most (but not all) non-profit organizations have 501(c)(3) designation
- No part of a section 501(c)(3) entity's net earnings may benefit private shareholder or individual

Fiscal Sponsorship

- Not a legal entity per se
- A 501(c)(3) organization ("Fiscal Sponsor") sponsors another entity or individual ("Project") that furthers its non-profit mission
- Fiscal Sponsor provides the Project with 501(c)(3) benefits
- Fiscal Sponsor assumes legal responsibilities for the activities of Project
- Different models (Model A or Model C) depending on maturity of the Project and relationship between Fiscal Sponsor and Project

# **Legal Entity Selection**

Entity	C-Corporation	S-Corporation	LLC
Limited Liability?	• Yes	• Yes	• Yes
Ease of Formation	<ul> <li>File certificate of incorporation with state</li> <li>Must have basic corporate governance documents</li> <li>Particularly in Delaware, the procedures are well-established to streamline the process</li> </ul>	Same as C-Corporation	<ul> <li>File certificate of formation with state</li> <li>Documentation more flexible than C-Corporation</li> <li>New York requires LLCs to publish notice of formation in 2 newspapers for 6 weeks</li> </ul>
Management	<ul> <li>Managed by directors and officers</li> <li>Directors owe fiduciary duties of care and loyalty to the business</li> </ul>	Same as C-Corporation	<ul> <li>Managed either by the members or by a designated manager</li> <li>May (but is not required to) have a board of directors</li> </ul>
Tax Treatment	<ul> <li>Corporate profits are subject to "double taxation"</li> <li>1. Corporation itself pays income tax (21% tax rate);</li> <li>2. Shareholders pay personal income tax on any dividends paid out</li> </ul>	<ul> <li>Same as LLC</li> <li>To receive pass-through tax status, the corporation must file a pass-through tax status election with the IRS</li> </ul>	<ul> <li>LLC is a "pass-through" entity – the entity itself does not pay federal or state income taxes</li> <li>Rather, all profits and losses are "passed through" to the LLC's owners, who account for profits and losses on their personal income tax returns</li> </ul>

# Legal Entity Selection (cont'd)

Entity	General Partnership	Limited Partnership	Sole Proprietorship
Limited Liability?	No (unlimited personal liability)	<ul> <li>Yes for limited partners</li> <li>Must have general partner, who bears unlimited personal liability</li> </ul>	No (unlimited personal liability)
Ease of Formation	<ul> <li>File certificate of formation with state</li> <li>No publication requirement</li> <li>Must have basic partnership agreement</li> </ul>	<ul> <li>File certificate of formation with state</li> <li>New York requires LPs to publish notice of formation in 2 newspapers for 6 weeks</li> <li>Must have basic partnership agreement</li> </ul>	<ul> <li>Requires no registration if individual is using his/her/their own name</li> <li>As soon as individual starts business, individual has sole proprietor business</li> <li>Need DBA if using any other name</li> </ul>
Management	Managed by all general partners	<ul> <li>General partners assume liability and handle operations</li> <li>Limited partners are investors only and have no authority over business</li> </ul>	<ul> <li>Cannot bring on partners</li> <li>Cannot pass business along</li> </ul>
Tax Treatment	Pass-through taxation	Pass-through taxation	Business income taxed as personal income

# Legal Entity Selection (cont'd)

Entity	Benefit Corporation	Non-Profit 501(c)(3)	Fiscal Sponsorship	
Limited Liability?	• Yes	• Yes	• Yes	
Ease of Formation	<ul> <li>Formal registration process similar to traditional corporations</li> <li>Also requires statement of its social or environmental purpose</li> </ul>	<ul> <li>Requires detailed application to IRS – review can take months</li> <li>Once IRS approves application, must register as a charity in state(s) of operation</li> <li>Can be an onerous process</li> </ul>	Can be shortcut for Project to obtain 501(c)(3) benefits in meantime	
Management	<ul> <li>Owned by shareholders</li> <li>Shareholders are entitled to profit distributions, annual reports and voting rights</li> <li>Shareholders do not exercise day-to-day oversight</li> <li>Day-to-day oversight done by management and is overseen by the board of directors</li> </ul>	<ul> <li>Most non-profits do not have owners; they are entirely run by the board of directors</li> <li>Another option is to have members who are entitled to vote on major decisions where the members do not own a financial stake in the business</li> </ul>	<ul> <li>Depends on agreed-upon relationship between Fiscal Sponsor and Project</li> <li>Different models depending on maturity of Project and relationship between Fiscal Sponsor and Project</li> <li>Donations to Projects must be directed to Fiscal Sponsor</li> </ul>	
Tax Treatment	<ul> <li>Not tax-exempt</li> <li>Taxed as an S or C Corp</li> </ul>	<ul> <li>Exempt from federal income taxes</li> <li>State tax exemptions vary: some states require separate application, whereas others follow federal status</li> </ul>	Project benefits from Fiscal Sponsor's federal tax-exempt status	

# **Legal Entities & Privacy**

# **Legal Entity Privacy Implications**

Entity	Privacy Details
Corporations	<ul> <li>DE: <ul> <li>No personally identifiable information is available online, as long as you use a 3<sup>rd</sup> party to sign the certificate of incorporation</li> <li>Portions of the annual report (including names of directors &amp; officers) are obtainable in hard copy for a fee</li> </ul> </li> <li>NY: <ul> <li>No personally identifiable information is available online, as long as you use a 3<sup>rd</sup> party to file the certificate of incorporation</li> <li>Biennial reports are part of public record, but you can get creative to protect your privacy</li> </ul> </li> </ul>
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# Legal Entity Privacy Implications (cont'd)

Entity	Privacy Details		
Limited Liability Company (LLC)	<ul> <li>An anonymous LLC is a regular LLC that has been created in one of the states that does not require you to disclose the managers or the members of the LLC <ul> <li>There are anonymous LLC states (e.g., Delaware, New Mexico, Wyoming)</li> </ul> </li> <li>Benefits: <ul> <li>Prevents others from accessing your info and using in malicious/harassing manner</li> <li>Legally there is no difference between registering as an anonymous LLC and a regular LLC—so benefits include tax advantages, flexibility, survivability and limited liability</li> <li>An anonymous LLC owner can conduct business without being associated with any negative fallout that may be generated from the business</li> <li>Helps to avoid frivolous lawsuits</li> </ul> </li> <li>Other Considerations: <ul> <li>Not guaranteed to protect member privacy, but can likely protect member privacy</li> <li>Does not guarantee complete anonymity from your bank and the IRS (still need an EIN)</li> <li>If used improperly, confidential LLCs are still subject to piercing the corporate veil</li> <li>In DE the ownership information is still disclosed to the state, but it is not published</li> <li>The business can still be subject to lawsuits and can be required to identify the owners if a subpoena is filed through an attorney</li> </ul> </li> </ul>		

# Legal Entity Privacy Implications (cont'd)

Entity	Privacy Details		
Non-Profit 501(c)(3)	<ul> <li>Not very private</li> <li>Application for 501(c)(3) status requires the founders' name(s) and mailing address(es)</li> <li>State charities bureaus also require initial registration and ongoing reports <ul> <li>This information is part of the public record</li> </ul> </li> <li>Tax filings—Form 990—must be filed with the IRS each year and must have the name and address of the principal officer <ul> <li>The address is permitted to be the address used for the non-profit entity</li> <li>Form 990 also requires a listing of all officers, directors, trustees, key employees, and highest compensated employees</li> </ul> </li> </ul>		
Fiscal Sponsorship	<ul> <li>Model A Fiscal Sponsorships are housed completely with the Sponsor (501(c)(3)) entity</li> <li>The project has no legal entity or identity outside of the Sponsor</li> <li>But if the project is a significant part of the Sponsor's activities, the Sponsor may need to identify the Project in its Form 990</li> <li>Less direct public exposure than a 501(c)(3), but not entirely private</li> <li>Model C Fiscal Sponsorships have their own legal entity and make their own tax filings</li> <li>Identity disclosure could occur through corporate filings</li> </ul>		

# Legal Entity Privacy Implications (cont'd)

Entity	Privacy Details
Sole Proprietor- ship	<ul> <li>Generally, there are no public filing requirements if you use your own name as the entity name</li> <li>To operate under another name (DBA) you must register in any state of operations</li> <li>However, DBAs can be traced to the sole proprietor, so this business structure does not offer great protection</li> </ul>
Partnership	<ul> <li>Corporate filings with names of partners are usually not public record but can be obtained by members of the public upon request and payment of a fee</li> </ul>

#### **Privacy Implications Overview**

#### **Privacy Summary**

**Corporations** 

#### Items filed with the state:

- Certificate of Incorporation
- Annual Report
- Franchise Taxes
- Taxes (generally)

Items filed with the state:

LLC

- Certificate of Formation
- Taxes (generally)

#### Items NOT filed with the state:

- Incorporator's Statement
- Bylaws
- Other corporate governance documents

#### Items NOT filed with the state:

- Operating Agreement
- Annual Report
- Other corporate governance documents

Items filed with the government:

Non-Profit

- Nonprofit Certificate of Incorporation
- Annual Report
- Franchise Taxes
- Form 1023
- Form 990 and Annual Tax Return

#### <u>Items NOT filed with the state</u>:

- Bylaws
- Other corporate governance documents

<sup>\*</sup>Documents filed with the state of Delaware are obtainable in hard copy by paying a fee.

#### **Summary: Legal Entity Privacy Implications**

# **Identity Protection**

- Sole proprietorship
- 501(c)(3)
- Model A fiscal sponsorship
- Corporation
- Partnership
- Model C fiscal sponsorship
- Anonymous
   LLC

- In addition to the public disclosure implications, a sole proprietorship is the only business structure that would require an individual to include identifying information on a Form W-9 if providing services to another company
- All of the other legal business entities can fill out a W-9 in the company's name, not the name of the individual owner

#### **Privacy of Other Individuals**

- Generally, a payment of \$600 or more to an individual requires completion of a Form 1099
  - 1099s are not made public, but do require that the payee provide identifying information to the payor, including name and social security number
- But a payment is exempt from the 1099 requirement if it is provided to fulfill a "need" rather than to provide a benefit
  - E.g., a bus pass for a low-income individual to commute to work; rent paid directly to a landlord
  - Cash payments to individuals can be interpreted as serving a "need," but the need must be well documented
- It would be challenging for a for-profit entity to justify payments to individuals as meeting a "need"

——— Legal Entity Cost Comparison ———

# **Legal Entity Cost Comparison: New York**

New York			
Entity	Formation Costs	Publication Costs	State Franchise Taxes
	Incorporation fee is \$125	• N/A	Both C-Corps and S-Corps pay an annual franchise tax in NY.     Until the business generates >\$100,000 in taxable revenue in any tax year, the franchise tax is \$25/year
Corporation			To be treated as an S-Corp in NY, you must:
(C-Corporation or S-Corporation)			<ul> <li>(1) Elect federal S-Corp taxation by filing IRS Form 2553 within 2 months &amp; 15 days after the earliest of the date on which the company first had shareholders, had assets or was doing business; then</li> </ul>
			(2) Elect NY S-Corp taxation by filing Form CT-6. NY does not automatically follow federal tax treatment of S-corps
Limited Liability Company (LLC)	Filing fee for the articles of organization is \$200	Notice of formation must be published in two newspapers for six weeks. Costs range from \$80-\$1,000	N/A for LLCs treated as a pass-through entities for federal tax purposes
		LLC must then file a certificate of publication with a \$50 filing fee	
	<ul> <li>No filing costs</li> </ul>	• N/A	Generally N/A
Sole Proprietorship			But if the sole proprietorship is <b>not</b> operating under the individual's personal name, needs New York Doing Business As (DBA)
			\$100 — for each county within New York City
			\$25 — for each county outside New York City

## Legal Entity Cost Comparison: New York (cont'd)

New York			
Entity	Formation Costs	Publication Costs	State Franchise Taxes
B-Corporation	Certificate of Incorporation: \$125	• N/A	• N/A
Non-Profit	Certificate of Incorporation: \$75	• N/A	501(c)(3) organizations are exempt from corporate and franchise taxes
Fiscal Sponsorship	No filing costs	• N/A	<ul> <li>N/A</li> <li>Note: There may be associated fees paid to Fiscal Sponsor (typically between 4-12% of annual revenue). However, this is to be negotiated and contracted for between Fiscal Sponsor and Project outside of state purview.</li> </ul>

# **Legal Entity Cost Comparison: Delaware**

	Delaware			
Entity	Formation Costs	Publication Costs	Registering as Foreign Entity in NYS	State Franchise Taxes
Corporation (C-Corporation or S-Corporation)	Formation fee is a minimum of \$89. This minimum fee assumes 1,500 shares at no par value; it may increase, depending on the number of shares and their par value	• N/A	<ul> <li>If you are doing business in NY, the entity will need to apply for authority to do business in NY as well</li> <li>\$225 to file the application, which must be accompanied by a DE Certificate of Status (\$50)</li> </ul>	<ul> <li>Franchise tax is calculated either on the # of authorized shares or the assumed par value:</li> <li>(1) Authorized Shares Method = \$175 minimum</li> <li>(2) Assumed Par Value Method = \$400 minimum</li> <li>If the company registers to do business in NY, it would also pay NY franchise taxes and file a biennial statement</li> </ul>
Limited Liability Company (LLC)	• Formation fee is \$90	Because the LLC will likely need to register to do business in NY, it will need to comply with the same NY publication requirements as an LLC organized in NY	\$250 to file the application, which must be accompanied by a DE Certificate of Status (\$50)	<ul> <li>Fixed at \$300 per year</li> <li>If the company registers to do business in NY, it would also file a biennial statement (see the NY cost table)</li> </ul>
Sole Proprietor- ship	<ul> <li>N/A if entrepreneur conducts business using his/her/their own name; otherwise, must formally register</li> </ul>	• N/A	If you are doing business in NY, the entity will need to apply for authority to do business in NY as well	N/A

## Legal Entity Cost Comparison: Delaware (cont'd)

Delaware			
Entity	Formation Costs	Publication Costs	State Franchise Taxes
B-Corporation	Certificate of Incorporation is \$89 for a one-page certificate and \$9 for each additional page	• N/A	<ul> <li>DE franchise tax is calculated on the basis of either the # of authorized shares or the assumed par value, similar to other corporate forms</li> <li>If the company registers to do business in NY, it would also pay NY franchise taxes and file a biennial statement</li> </ul>
Non-Profit	Certificate of Incorporation is \$89 for a one-page certificate and \$9 for each additional page	• N/A	501(c)(3) organizations are exempt from corporate and franchise taxes
Fiscal Sponsorship	• N/A	• N/A	<ul> <li>N/A</li> <li>Note: The Project typically pays fees to Fiscal Sponsor (typically between 4-12% of annual revenue). However, this is to be negotiated and contracted for between the Fiscal Sponsor and Project, outside of state purview.</li> </ul>

**Key Takeaways** 

# **Legal Entity Takeaways**

Entity	Pros	Cons
C-Corp	<ul> <li>Limited liability</li> <li>Easier to grow and attract investors</li> <li>Well-established governance procedures</li> <li>Lower corporate tax rate</li> <li>Ease for capital raising</li> </ul>	<ul> <li>Slightly less private—some information can be accessed for a fee</li> <li>Double taxation</li> <li>Increased paperwork</li> </ul>
S-Corp	<ul> <li>Limited liability</li> <li>Flow-through taxation</li> <li>Well-established governance procedures</li> <li>Easily converts to C-corp</li> <li>Ease for capital raising</li> </ul>	<ul> <li>Taxed on profits regardless if some is not distributed</li> <li>Higher tax rate</li> <li>Slightly less private—some info can be accessed for a fee</li> <li>Limitations on ownership</li> </ul>
LLC	<ul> <li>Limited liability</li> <li>Flow-through taxation</li> <li>Management flexibility</li> <li>Anonymous LLC options in some states</li> </ul>	<ul> <li>Self-employment tax (i.e., Social Security and Medicare)</li> <li>NY – Very expensive and cumbersome publication requirement</li> <li>Harder to grow and attract investors</li> </ul>

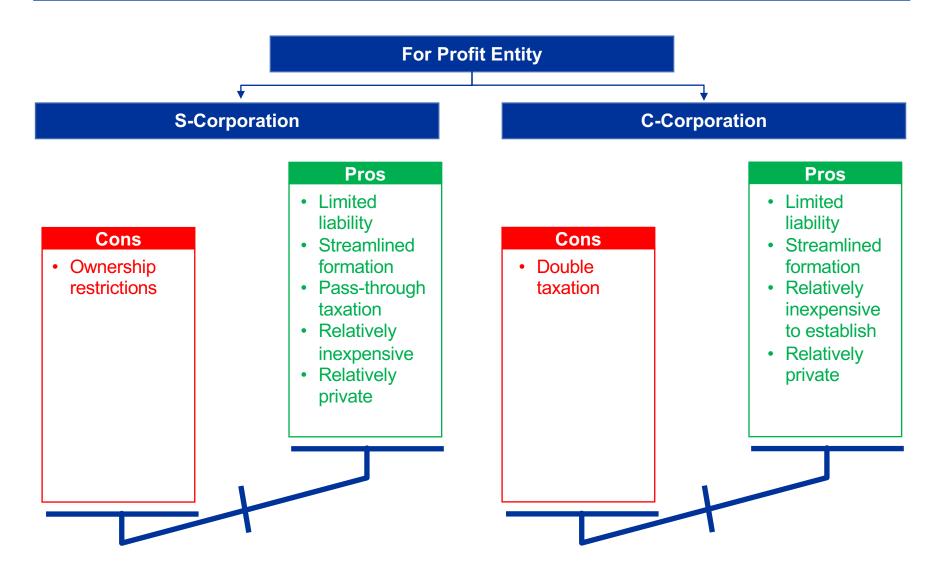
# **Legal Entity Takeaways**

Entity	Pros	Cons
General Partnership	Easy to form     Flow-through taxation	<ul> <li>Unlimited personal liability for business obligations and debts</li> <li>Can be difficult to dissolve</li> <li>Hard to grow and attract investors</li> </ul>
Limited Partnership	<ul><li>Flow-through taxation</li><li>Limited partner has limited liability</li></ul>	<ul> <li>General partner has unlimited personal liability</li> <li>Relatively private</li> </ul>
Sole Proprietorship	<ul><li>Easy to form and low cost</li><li>No corporate taxation</li><li>Less paperwork</li></ul>	<ul><li>Unlimited personal liability</li><li>Hard to grow and attract investors</li><li>No ongoing business life</li></ul>

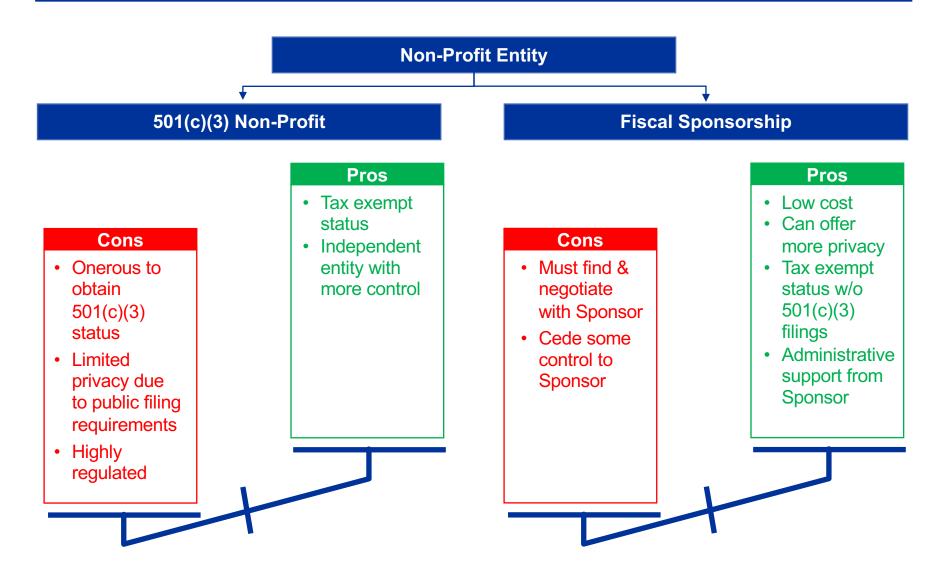
# **Legal Entity Takeaways**

Entity	Pros	Cons
B-Corp	<ul> <li>Allows your company to focus on and work towards a rewarding purpose</li> <li>Limited liability</li> </ul>	<ul> <li>Greater governance requirements</li> <li>Double taxation – (Note: Not a taxexempt entity)</li> <li>Not available in every state</li> <li>Slightly less private—some info can be accessed for a fee</li> </ul>
Non-Profit	<ul><li>Tax-exempt status</li><li>Limited liability</li><li>Working towards a good purpose</li></ul>	<ul> <li>More complicated/expensive to form</li> <li>Greater governance requirements</li> <li>Less private than other entity forms</li> </ul>
Fiscal Sponsorship	<ul> <li>Greater privacy if operating under Model A Fiscal Sponsorship</li> <li>Can enjoy administrative support from Sponsor</li> <li>Benefit from Sponsor's tax-exempt status</li> </ul>	<ul> <li>Can be difficult to find a Fiscal Sponsor that is the right fit and is willing to undertake the Project</li> <li>Loss of control</li> <li>Risk of funds</li> </ul>

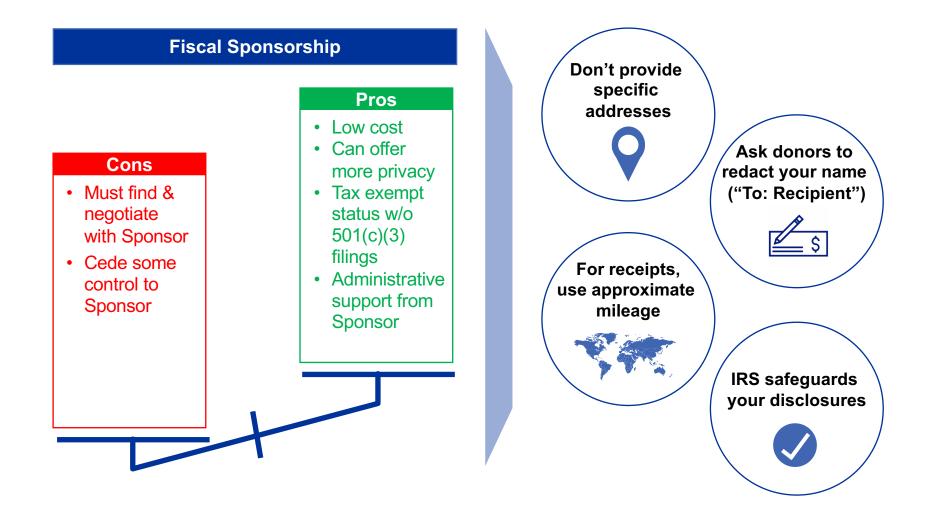
# General Legal Entity Recommendations: For Profit Entities (Subject to Unique Situations and Priorities)



# General Legal Entity Recommendations: Non-Profit Entities (Subject to Unique Situations and Priorities)



#### **Fiscal Sponsorship Practical Tips**



#### **Best Practices & Final Tips**

(1) Form an entity (corporation, LLC -- but NOT a sole proprietorship)

(2) Respect separation of entity & owner to avoid the veil piercing doctrine (limited scenarios when an LLC or corporation's owners, members, or shareholders are personally responsible for business debt)

Maintain separate corporate bank account

If corporation:

Have bylaws, officer(s), directors(s) (it's fine even if there is only one founder)

If LLC:

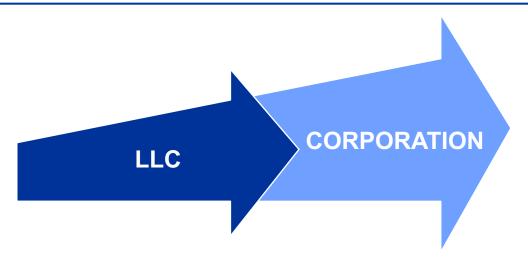
Have operating agreement & manager

Don't commingle funds (don't mix personal funds with entity funds)

Importantly, sign all contracts in entity's name, not your own name

# **Appendix**

## **LLC to Corporation Conversion (State-Specific Procedure)**



State	Conversion Details	
New York	<ul> <li>Involves multiple steps:</li> <li>(1) Form NY Corporation separately</li> <li>(2) Merge NY LLC with NY Corporation</li> <li>(3) Dissolve NY LLC</li> </ul>	
Delaware	<ul> <li>One of the only states with a conversion statute (taking another state's LLC and converting it to DE corporation)</li> <li>Note: Certain states (like CA) do not allow for DE conversion</li> <li>Process is a bit more streamlined and slightly cheaper</li> <li>However, still requires some paperwork to be filed</li> <li>Note: Creation of nonprofits is a separate process (cannot convert)</li> </ul>	