Understanding exemption certificate management





## Meet your presenter



Larry Sheetz
Sr. Sales Executive

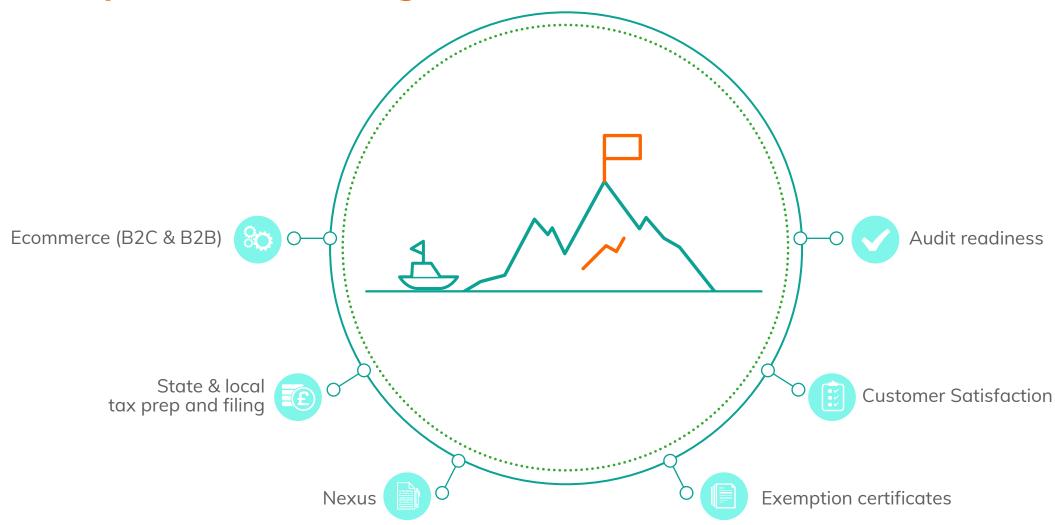
Avalara

Avalara. Since joining Avalara in July 2019, Larry has worked with hundreds of Microsoft customers to develop tailored sales tax solutions specific to their compliance needs. Prior to joining Avalara, Larry was a Financial Advisor with Edward Jones for 3 years in the Greater Seattle area. Before Edward Jones, he was an Officer in the U.S. Coast Guard for 8 years and is a 2008 graduate of the U.S. Coast Guard Academy.

#### Agenda

- > What is exemption management?
- Why is exemption management so difficult to manage?
- 3 Exemption Management & the SST Program
- What is Avalara Exemption Certificate Management?
- 5 How does it work with AvaTax?
- 6 > Benefits of ECM
- Demo
- 8 > Q&A

Tax calculation is just the tip of the iceberg...



# What is exemption management?

# Understanding exemption certificates

An exemption certificate is the form presented by an **exempt organization or individual** to the seller when making a **tax-exempt purchase**.

Exemptions are based on the customer making the purchase and always require documentation.

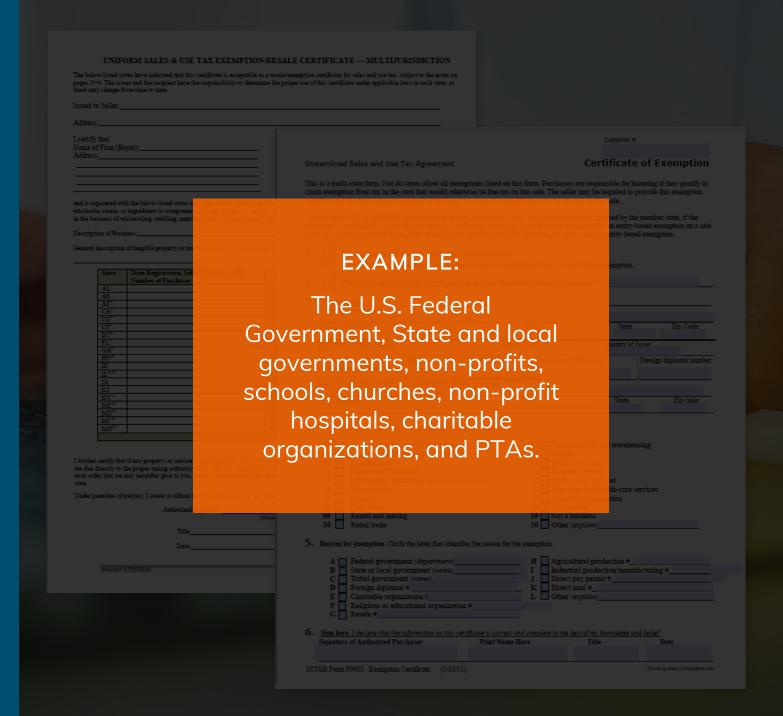
#### UNIFORM SALES & USE TAX EXEMPTION/RESALE CERTIFICATE — MULTIJURISDICTION The below-listed states have indicated that this certificate is acceptable as a resale/exemption certificate for sales and use tax, subject to the notes on pages 2—4. The issuer and the recipiont have the responsibility to determine the proper use of this certificate under applicable laws in each state, as these may change from time to time.

| Issued to Seller:_  |   |       |   |                                    |   |
|---|---|-------|---|------------------------------------|---|
| Address:  |   |       |   |                                    |   |
| I certify that:<br>Name of Firm (B<br>Address:                                  | Juyer):   | Strat | amlined Sales and Use Tax Agreement   |                                    | Customer#  Certificate of Exemption             |
|   |   | Sue   | animed Sales and Ose Tax Agreement  |                                    | certificate of Exemption                        |
| and is more torsed as   | ith the below-listed states and cities within which your firm   | claim | s a multi-state form. Not all states allow all exemption<br>exemption from tax in the state that would otherwise<br>cate (or the data elements required on the form) to a s       | be due tax on this sale. The selle | er may be required to provide this exemption    |
| wholesale, resale, o  | or ingredients or components of a new product or service <sup>1</sup> t<br>wholesaling, retailing, manufacturing, leasing (renting) selli | purch | urchaser will be held liable for any tax and interest, ar<br>aser is not eligible to claim this exemption. A seller m<br>at a location operated by the seller within the designar | ay not accept a certificate of exe | emption for an entity-based exemption on a sale |
| •   | n of tangible property or taxable services to be purchased fr   | 1.    | Check if you are attaching the Multi-state Suppler  |                                    | w sacu au eunty-oased exemption.                |
| State   | State Registration, Seller's Permit, or ID 5  |       | If not, enter the two-letter postal abbreviation for  | the state under whose laws you ar  | e claiming exemption.                           |
| AL <sup>1</sup>   | Number of Purchaser  AL'  Check if this certificate is for a single purchase and enter the related invoice/purchase order #               |       |   |                                    |   |
| AR<br>AZ <sup>2</sup>   | N N   |       | Please print  |                                    |   |
| CA <sup>3</sup>   | N.  |       | Name of purchaser   |                                    |   |
| CT°   | N<br>N  | Ī     | Business Address  | City                               | State Zip Code                                  |
| FL7   | 01  | Ī     | Purchaser's Tax ID Number   | State of Issue                     | Country of Issue                                |
| GA <sup>1</sup><br>HI <sup>4,9</sup>  | OI<br>PA  | -     | f no Tax ID Number   FEIN   Driv.   | er's License Number/State Issued   | ID Number   Foreign diplomat number             |
| ID  | RI  |       | inter one of the following:   |                                    | ID Number   Poleign diplomat number             |
| IL 4,10<br>IA   | SC<br>SI  | 7     | State  Name of seller from whom you are purchasing, leasing or  | of Issue: Number<br>renting        |   |
| KS<br>KY <sup>11</sup>  | T)  |       |   |                                    |   |
| ME <sup>12</sup>  | T U   |       | eller's address   | City                               | State Zip code                                  |
| MD <sup>13</sup><br>MI <sup>14</sup>  | W<br>W  | 4     | Type of business. Circle the number that describes your   |                                    |   |
| MN <sup>15</sup>  | I W   | 4.    |   |                                    |   |
|   |   |       | 01 Accommodation and food services<br>02 Agricultural, forestry, fishing, hunting   | 11 Transp<br>12 Utilitie           | ortation and warehousing                        |
|   | at if any property or service so purchased tax free is used or  |       | 02 Agricultural, forestry, fishing, hunting<br>03 Construction  | 13 Whole                           |   |
| tax due directly to<br>each order that we                                       | the proper taxing authority when state law so provides or i<br>may hereafter give to you, unless otherwise specified, and                 |       | 04 Finance and insurance  | 14 Busine                          |   |
| state.  |   |       | 05 Information, publishing and communicati<br>06 Manufacturing  |                                    | sional services<br>ion and health-care services |
| Under penalties of perjury, I swear or affirm that the information on this form |   |       | 07 Mining 17 Nonprofit organization   |                                    |   |
|   | Authorized Signature:   |       | 08 Real estate  | 18 Govern                          |   |
|   | (Owne   |       | 09 Rental and leasing<br>10 Retail trade  | 19 Not a b                         | ousiness<br>(explain)                           |
|   | Title:  | 5 .   | Reason for exemption. Circle the letter that identifies the   |                                    | espenie)  |
|   | Date:   | 3. 1  | Newson for exemption. Circle the fetter that identifies the   | reason for the exemption.          |   |
|   | - Pro State   |       | A Federal government (department)   |                                    | ltural production #                             |
| Revised 1/29/2016   |   |       | B State or local government (name) I Industrial production/manufacturin C Tribal government (name) J Direct pay permit #  |                                    |   |
|   |   |       | D Foreign diplomat #  | K Direct                           |   |
|   |   |       | E Charitable organization #   | L Other                            | (explain)                                       |
|   |   |       | F Religious or educational organization # G Resale #  |                                    |   |
|   |   |       |   |                                    |   |
|   |   |       | Sign here. I declare that the information on this certifica   |                                    |   |
|   |   | 5     | Signature of Authorized Purchaser   | Print Name Here                    | Title Date                                      |
|   |   |       |   |                                    |   |
|   |   | SSTG  | B Form F0003 Exemption Certificate (5/10/11)  |                                    | Forms by www.CertCepture.com                    |

# Understanding exemption certificates

An exemption certificate is the form presented by an **exempt organization or individual** to the seller when making a **tax-exempt purchase**.

Exemptions are based on the customer making the purchase and always require documentation.



#### **Avalara**

# When should you use certain certificates?

MTC, SST, state-specific

#### Types of certificates



#### **RESALE CERTIFICATES**

Merchandise intended for resale

Tangible personal property
purchase to lease or rent

Taxable services performed on
tangible personal property in
resale inventory



#### **OTHER TYPES**

Direct Pay Permits

Manufacturing Exemptions

Agricultural Cards/Exemptions

State Issued Letters

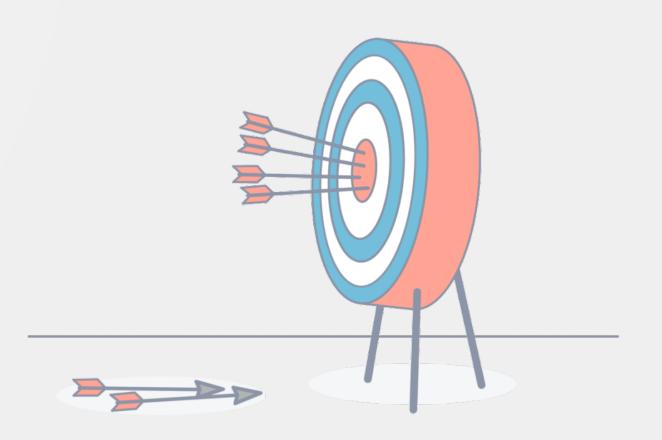
# Why is exemption management so difficult to manage?

#### REASON 1:

#### Lack of awareness

" Most of my sales are exempt, so I don't have to worry about sales tax..."

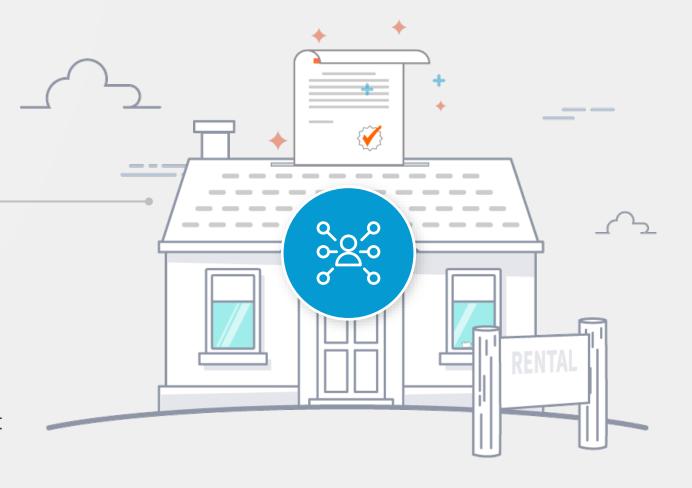
Exemption certificate management isn't about collecting tax but proving why you didn't. Sales tax may need to be collected as you move to sell directly to end users



#### REASON 2:

#### **Customer management**

- Customers feel burdened by providing accurate documentation on time
- It's presented as a billing issue because charges aren't done correctly
- Front-line employees need a smooth collection process to earn customer trust



#### REASON 3:

#### **Internal Management**



#### The Exemption Certificate Challenge

Internal Management

1

Employees find it difficult to collect them

2

Employees are not trained to validate them properly

3

Certificate retrieval is time consuming and hard

4

A single missing certificate could cost much more than the taxes you failed to collect



#### Form ST-5 Sales Tax Exempt Purchaser Certificate

Massachuset Dopartment o

| ame<br>3M   |  |                                |                        |   |
|---|--|--------------------------------|------------------------|---|
| SIVI<br>drives  |  |                                | hey qualify to         |   |
| 123 Main Street   |  |                                | exemption              |   |
| ly<br>Alpha   | MN   | <sup>2</sup> 99999             | tate, if the           | Cost  |
| umption number  |  |                                | ption on a sale<br>in. | s   |
| tue date<br>11/01/2014  | 01/01/2  | inition of certificate<br>2015 |                        | s   |
| ortification is hereby made that the organization named above is an exempt purchaser under Mass<br>(4)e). All purchases of tangible personal property or services by this organization are exempt from<br>openity or services are used in the conduct of the business of the purchaser. Any abuse or misuse<br>by unauthorized use of this certificate by any individual constitutes a serious violation and will least | n texation under said chap<br>of this certificate by any<br>d to revocation. | pter to the extent that suc    | dh .                   | \$<br>\$<br>\$                                      |
| grature Title   | 01/22/   | 2014                           |                        | \$  |
| Sales Engineer  |  |                                | Zip Code               | \$  |
| eming: Wilful misuse of this certificate may result in criminal tax evasion sanctions of up<br>reporations) in fines.   | to one year in prison at   | no 000,004) 000,014 br         | 51111                  | s   |
| Part 2. Agent information. To be completed by agent of exempt government or 501(c)()<br>sens of agents organization   | 0) organization.   |                                | plomat number          | \$  |
|   |  |                                | _                      | S   |
| ddress  |  |                                | Zip code               | \$  |
| ty  | State  | Zip                            | 60609                  | s   |
| genifa ruemo  |  |                                | _                      | s   |
| ódnosa  |  |                                | _                      | \$  |
| by .  | State  | Ζp                             | -                      | \$  |
| certify that in making this purchase, I am acting as an agent for the exempt organization named a   | bove (select one):   |                                |                        | s   |
| Government organization (local public school, city/lown government, state agency, etc.).  Attach Form ST-2, if available. If Form ST-2 is not available, enter exemption number, if known:  |  |                                |                        |   |
| 501(c)(3) organization (parochial school, Scout troop, etc.). Form ST-2 must be attached.   |  |                                |                        | pt government organ                                 |
| igrature Title  | Dele   |                                | _                      | emment organization,<br>able, the exemption n       |
|   |  |                                | _                      | talf the purchases are<br>ty purchased into Pa      |
| Part 3. Vendor information  |  |                                |                        | tehalf of the exempt<br>to the Form ST-5 a o        |
| endor's reason Wulti State Manufacturing dba MS Distribution  |  |                                |                        | T-2 if available, if it is<br>on number of the exce |
| hook applicable box:  |  |                                | _                      |   |
| Single purchase certificate (attach detailed receipts or complete Part 4, on reverse)   |  |                                |                        | s<br>te presented to then                           |
|   |  |                                |                        | landors must not hon                                |
|   | nt Pame Piere  | 1 Ric                          | pale                   | tificates of Exemption                              |
| Sur Jille 198   | on warren  | janitor                        | 01/31/2014             | at (617) 887-6367 If                                |
|   |  |                                |                        | ription which is prese                              |
| Any person, group or organization purch   |  | a your name may                | Department of Revenue, | se Jertificate, please con                          |

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# Exemption Management & the SST Program

#### Streamlined Sales Tax Program (SST)

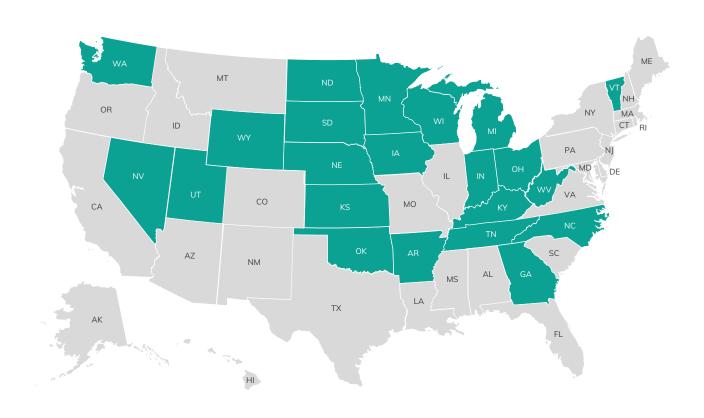
Free sales tax services for qualifying businesses

In up to **25 states**, your business may qualify for:

- Free registrations
- Free tax calculations
- Free returns preparation and filing
- Audit assistance and response
- Uniform definitions and rules
- One registration and identification

\*Avalara must verify a certificate or its data is on file to exempt the buyer from sales tax

#### SST member states



# What is Exemption Certificate Management?

#### **Exemption Certificate Management**

Intelligent exemption certificate management



Shifts onus from seller to buyer



Eases need for tax expertise



Web-based automation and process centralization



Manual (paper) to automation (pixels)



Enables B2B online sales



Improves buyer experience and seller employee satisfaction



#### What is ECM?



#### **ECM Pro**

ECM Pro is the next-generation, best in class solution for exemption certificate collection and compliance management. Setting a new standard with a re-imagined user experience, industry-first certificate collection automation and intelligence, powerful campaign management tools, and expansive integration options.

#### **Proof points**



Re-imagined user experience based on simplicity – Ensuring improved compliance through proactive intelligent workflows



Industry-first, Alpowered automation of certificate review and validation – Saving valuable time and costs



Over 35 connectors, and robust open API architecture – Supporting best of breed integration solutions and key tasks from within leading ERPs



Deep integration with AvaTax, both in user experience and data – enabling a seamless experience with realtime updates



Powerful new campaign management tools, including automated renewal request and checkout flow eComm module integration – Streamlining the certificate collection process

#### How we do it



- Real-time certificate completion for ecommerce checkout
- Point-of-sale and mobile device for sales associates in-store and field sales

Online web portal for customers

#### How we are different

Automate your exemption certificate management process to collect, validate, store, and renew compliance documents in the cloud — securely and at scale



### Collection done your way

Collect and validate new sales tax exemption certificates in-store, online, or in the field. Submit information through a secure web portal, or send pre-filled certificate requests to scan, fax, or email.



### Turn paper to pixels

Existing certificates can be digitized through a powerful one-step validation, mapping, and certificate intake process.



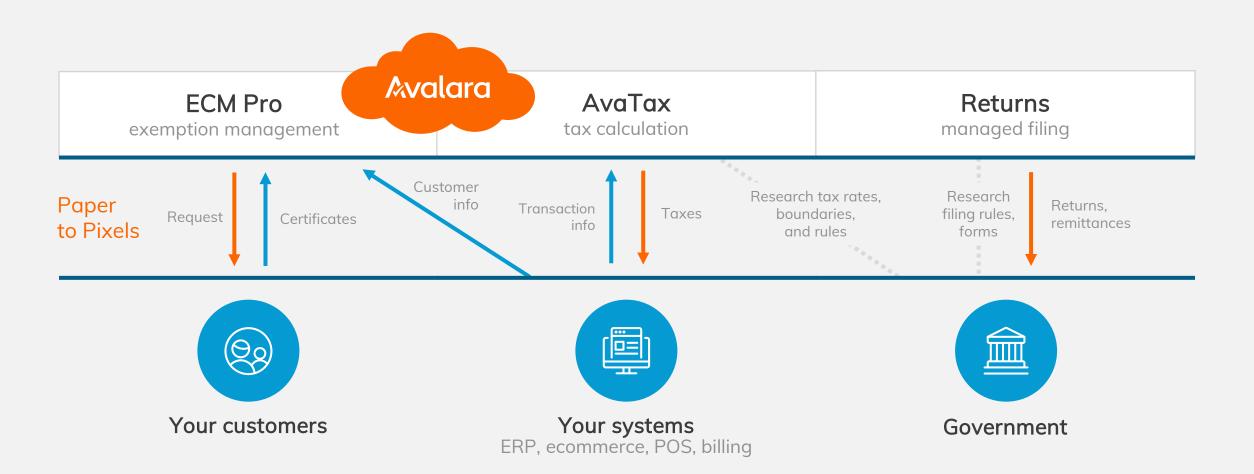
#### Stay in touch with customers

With a comprehensive customer mailing module, it's easier than ever to contact customers about issues such as by sending renewal requests before exemption certificates expire.

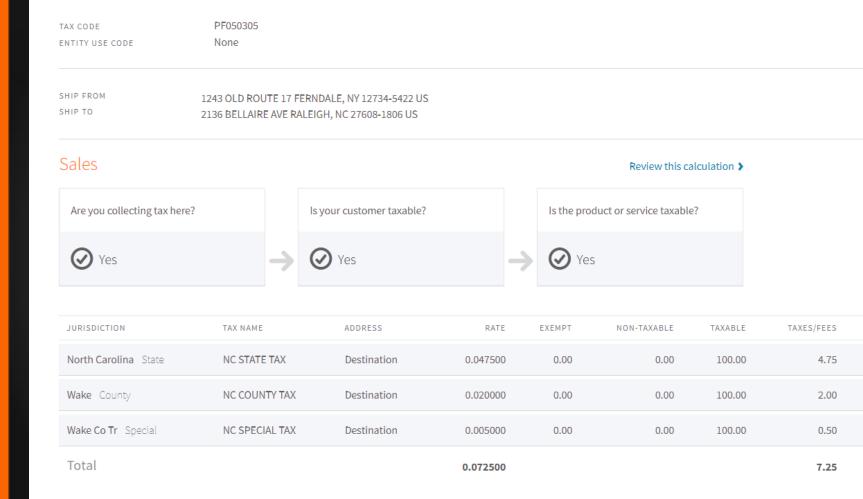
# How does it work with AvaTax?

#### **Avalara Sales Tax Suite**

Best Practice: End-to-end sales tax automation



## How it works with **AvaTax**





#### CertExpress

Create and send free tax compliance documents



We made it easy to find, complete, and send the right tax compliance document for your situation.

CertExpress contains over **1,000 unique**, and state-specific exemption certificate forms in digital format and enables certificates to be completed electronically and auto-validated.

#### With CertExpress, you can find confidence in:

- 1. Presenting the right form (for the right reason) to the buyer
- 2. Controlling all required fields, such as:

Date format (issue, expiration, etc.) Phone number format

Pick Lists ("select one" or "select all that apply") State abbreviations

Exemption reason / Type of business

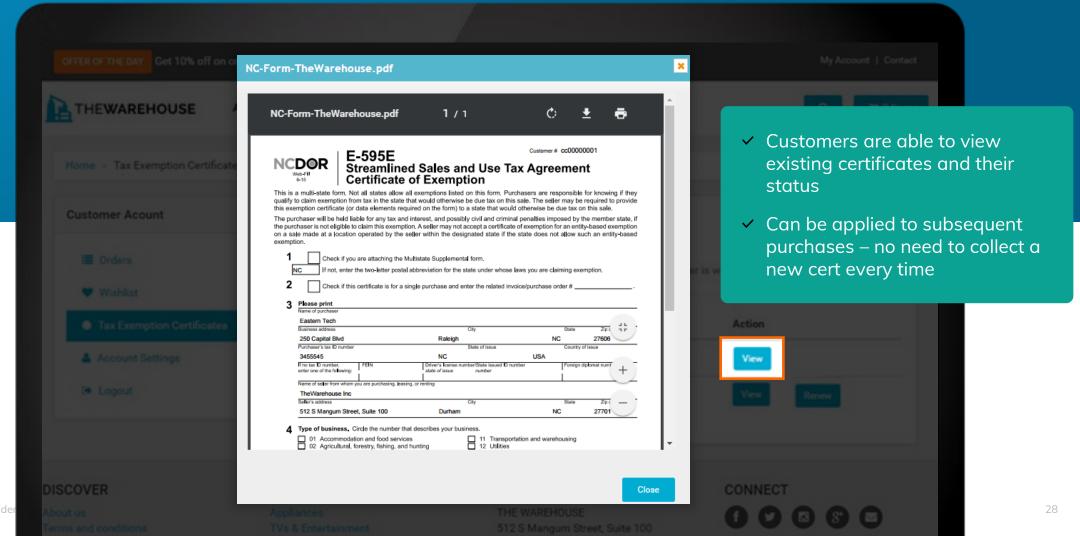
Any yes/no or checkboxes

Any other required fields

### Benefits of ECM

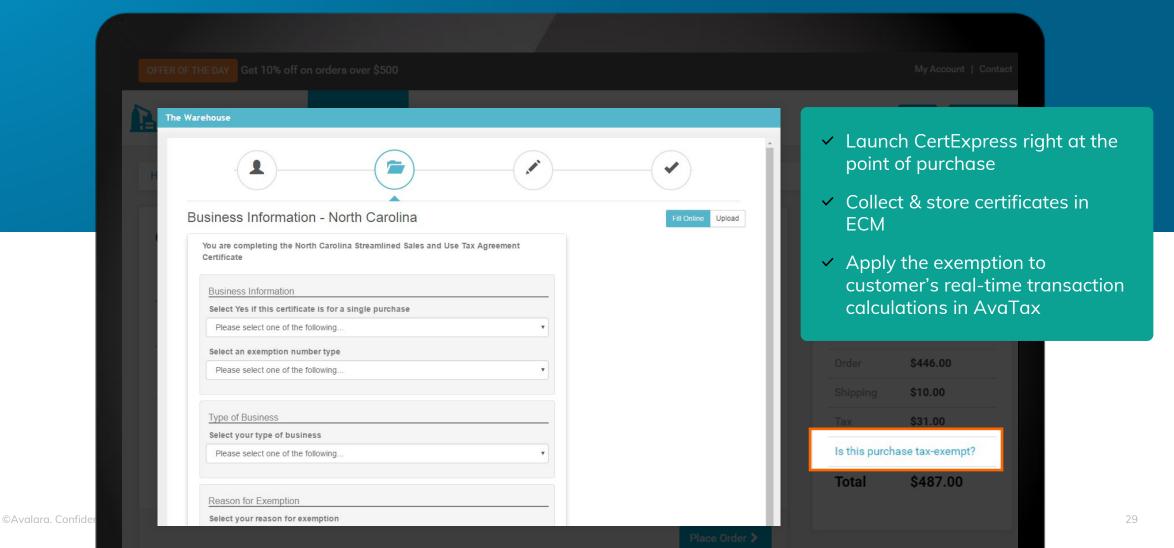
#### One centralized location for all exception certificates

Allows customers to view and manage their exemption certificates from their customer portal



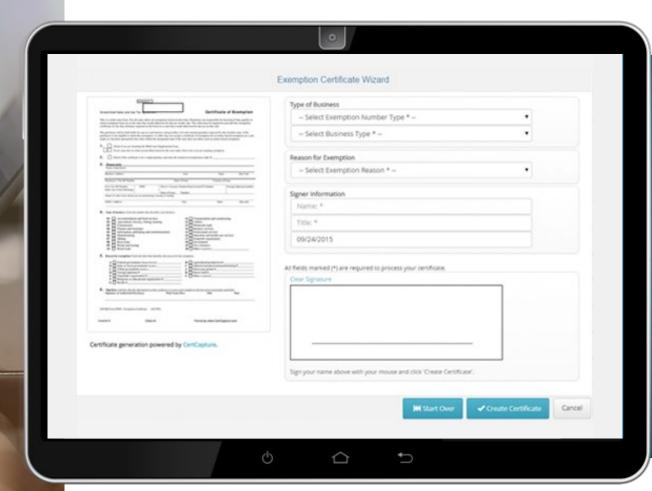
#### Collect exemption certificates in the shopping cart

Allows e-commerce retailers to embed CertExpress to collect exemption certificates right at the point of purchase



#### Where is the sale sourced?

Access existing exemption certificates on file or easily collect new ones in-store



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#### How it works

- In-store employees can access ECM via a smartphone or tablet, or POS with internet access
- Quickly check to see if the customer has an existing certificate is on-file
- If not, they can collect it in a few clicks

#### Compliance Document Managed Services

Best practice: Engage Avalara SMEs to help you convert from paper to digital

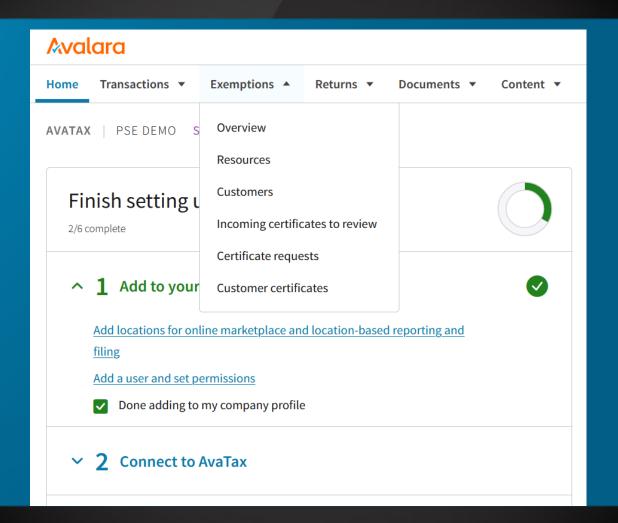
#### Why Managed Services?

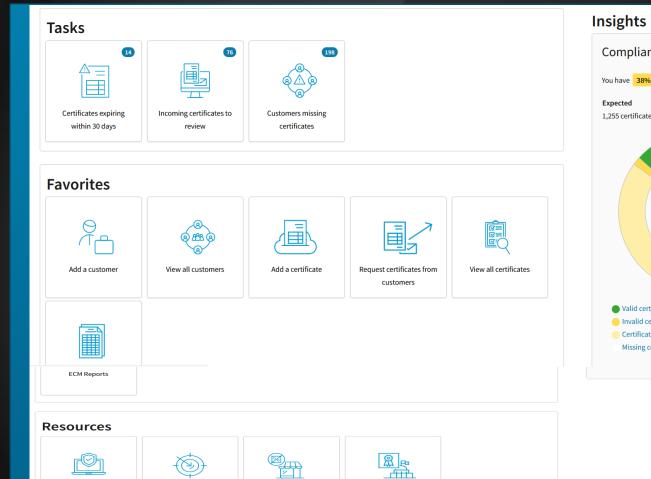
- Experts to convert your business from manual (paper) process to digital
- Subject Matter Experts in Compliance Documents / Exemption Certificates
- Allows focus on other aspects of the tax compliance project and revenue generating tasks
- ✓ Power Users
- Campaign Support (respond to buyer questions)
- ✓ Validation Rule Best Practices / Guidance

#### What's included?

- ✓ One Time (legacy) additions/conversion
- Certificate validation
- ✓ Tax ID Verification
- Customer campaigns (email and postal)
- ✓ A team of Subject Matter Experts
- Customized Validation Rules
- Ongoing additions and maintenance
- Reporting assistance
- Customized Validation Rules

## Demo





Exempt entities

Certificate library

Avalara tax answers

Compliance overview 6

Expected

1,255 certificates

Valid certificates (487) Invalid certificates (10)

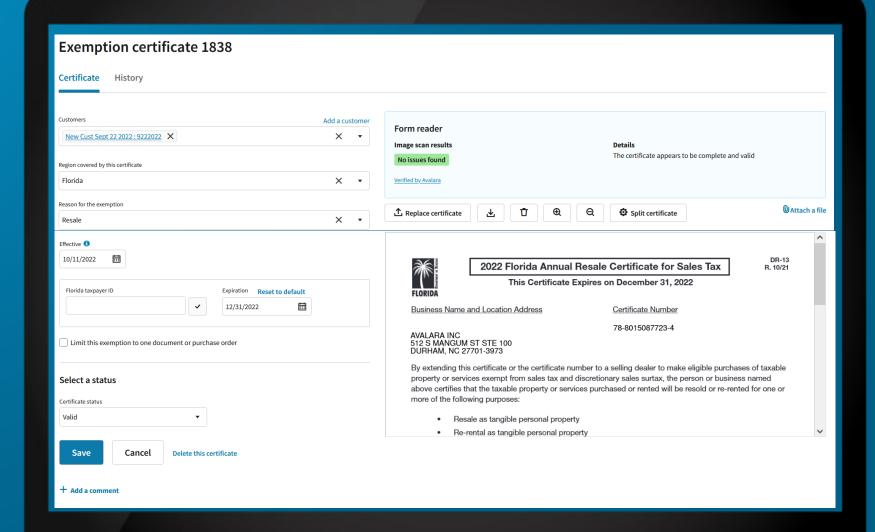
Certificates expired (361) 1 Missing certificates (397)

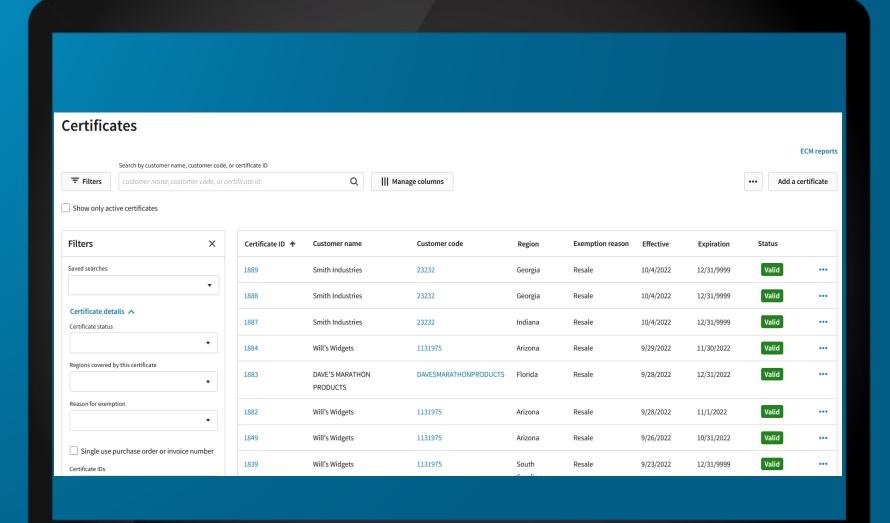
You have 38% of the certificates you need from customers

487 certificates

1,255 Certificates expected

768 certificates





Q&A

## Thanks for Joining Us



