

Your People: Trends in Finding and Retaining the Best Employees

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**The
Washington
Post**

Forbes

Entrepreneur
MAGAZINE

The New York Times

**FOX
NEWS**

Inc.

TREND #1: HEALTHCARE IS STILL THE NUMBER 1 BENEFIT

HEALTHCARE: YOUR 2019 ACTIONS

- Stick with high deductible plans combined with HSAs**
- Consider level funded plans or MERPS (Managed Expense Reimbursement)**
Go to www.claimlinx.com
- December 2016 21st Century Cures Act: HRAs are OK**
- Keep an eye on Skinny and Association Plans**

WHAT HAVE WE LEARNED

- Healthcare costs will be significantly rising in 2019...HSAs, Level Funded plans are getting hotter. Watch for Skinny and Association Health Plans.

TREND #2: INNOVATIVE COMPANIES ARE PROVIDING INNOVATIVE BENEFITS

THE PTO TREND

Bank of America: 16 weeks paid time off for new parents

Hilton: 10 weeks paid time off for hourly employees

Netflix: ONE YEAR paid time off for new parents

Salesforce.com:
6 days of paid volunteer time off a year, as well as \$1,000 a year to donate to a charity of their choice

Carmax: Time off mutually agreed between employee and supervisor based on “health and well being”

2017 TAX REFORM

GET AN EMPLOYER TAX CREDIT FOR FMLA

- 12 week period
- 12.5% - 25% of wages paid to employees during leave
- Minimum 50% of wages need to paid

6 INNOVATIVE BENEFITS THAT YOU SHOULD CONSIDER

Amazon:

Bring your dog to work. 6,000 dogs come to their workspace.

- Epic Systems:
Offers employees a paid four-week sabbatical to pursue their creative talents after five years at the company.

6 INNOVATIVE BENEFITS THAT YOU SHOULD CONSIDER

- ZocDocs:
Provides a paid “UnSick Day” to get health checkups..
- PwC:
\$1,200 a year reimbursement on student-loan debt.

6 INNOVATIVE BENEFITS THAT YOU SHOULD CONSIDER

- Genentech
Onsite car wash, haircuts, dentist, car tune-ups/repairs,
- Basecamp:
\$1,000 reimbursement for any kind of lessons, including guitar, cooking or flight school.

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- Innovative companies are finding lots of good ways to incentivize their people and it's not just salaries.

TREND #3: HR TECH AND SERVICES ARE EXPLODING

5 HOT/NEW/AFFORDABLE TECHS AND SERVICES TO PERK YOUR EMPLOYEES

Tuition.io – tuition reimbursement

AnyPerk – a package of perks for your people

Enrich – financial wellness

MDVIP – medical concierge service

CardCash – discount gift cards

YOUR PEOPLE ARE DESPERATE FOR MORE FEEDBACK

2016 Study of 1,000 Millennial Employees:

- 37% think the process is outdated
- 42% managers leave important elements out of their review due to bias
- 25% "feared" their performance review
- 64% want pay increases tied to their performance reviews

Recommended HR Platforms:

- Namely
- Paychex
- Bamboo
- Performance Pro

Key Features of Performance Apps:

- Reminders, alerts and workflows
- Immediate and frequent feedback
- Collaborative comments and responses
- Document good (and bad) reports
- Track vacation, sick time
- Progress against goals and objectives

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- Innovative companies are finding lots of good ways to incentivize their people and it's not just salaries.
- HR techs for perking, managing and reviewing your employees are exploding.

TREND #4: THANKS JOHN KOSKINEN!



HIRING

HIRING THE LONG TERM UNEMPLOYED

- Work Opportunity Tax credit – new hires
- Veteran, qualified ex-felon, vocational rehab, summer youth employee, food stamp recipients, SSI recipients, long term family assistance recipient, long term unemployed (27 weeks minimum).
- Top credit is \$2,400 - 40% of first year wages up to \$6,000.
- Credit for vets with service-connected disabilities employed for 6 months is 40% of wages up to \$24,000 or \$9,600.

PAYING YOUR EMPLOYEES

REIMBURSE EMPLOYEES FOR DEPENDANT CARE

- Up to \$5,000 non-taxable to employee and you get full deduction.
- Must be a formal plan w/rules and cannot favor owners/spouses/dependents (>5% benefits).
- EMPLOYEE INFO: \$2,000/child (under 13) dependent care credit for taxpayers earning \$400k annually married/jointly.

BUILD OR CONTRACT OUT DEPENDENT CARE:

- Tax credit for up to 25 percent of your costs, maximum credit is \$150,000.
- Qualifying costs: building a facility, paying to operate or paying an outside service.

PAYING YOUR EMPLOYEES

PAY FOR EDUCATION – EMPLOYER DEDUCTION:

- \$5,250 deduction for you and no income to employee.
- Does not have to be job related.
- No more than 5% of benefits can go to owner-employees, spouses, dependents.

HELP EMPLOYEES WITH ADOPTION

- You deduct up to \$13,570 per child excluded and no income to employee.
- Exclusion phases out for employees starting at \$203,540 income.
- Needs a formal plan.
- No more than 5% of benefits can go to owner-employees, spouses, dependents.

PAY FOR THE COMMUTE

- A transit pass and parking is deductible and not included in employee income.
- Limit is \$255 per month.
- \$20/month deduction is allowed for bicyclists and not included in employee income.

RETIREMENT

START A DEFINED CONTRIBUTION PLAN

-401K- Small Employer Pension Plan Startup Costs Credit - \$500 tax credit for 3 years to employers w/less than 100 employees who start a 401(k) plan.

-529 – After tax contributions for higher education

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- Innovative companies are finding lots of good ways to incentivize their people and it's not just salaries.
- HR tech for perking, managing and reviewing your employees are exploding.
- There are a bunch of great tax incentives to help you better compensate your employees. Talk to your accountant.

TRUE/FALSE: YOU ARE MUCH SMARTER
THAN YOU WERE A MERE 60 MINUTES AGO

TRUE!

THANK YOU!

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