

2012 ECONOMIC CENSUS OF PUERTO RICO Finance, Insurance, Real Estate, and Rental and Leasing

INFORMATION SHEET

Need help or have questions about filling out the form?

Visit econhelp.census.gov or

Call 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

Please reference your 11-digit Census File Number (CFN) printed on each form with all communications.

The Finance and Insurance and Real Estate and Rental and Leasing sectors of the 2012 Economic Census of Puerto Rico include establishments primarily engaged in the following areas of economic activity:

- Financial services – banks; credit unions; savings institutions; finance, mortgage, and loan companies; securities and commodities brokers, dealers, and exchanges; holding companies, investment companies, pension fund administrators.
- Insurance carriers, agents (agencies), and brokers (brokerages).
- Real estate operators and lessors; listing, sales, and rental agents (agencies); property management; and other real estate services.
- Auto and truck rental and leasing; computer and other equipment rental and leasing; video tape rental; and other rental and leasing services.

If an establishment is **NOT** engaged in one of these kinds of businesses, **DESCRIBE** its business or activity in **ITEM 19 AND COMPLETE** the report form as accurately as possible.

DEFINITION OF ESTABLISHMENT

An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. This includes all selling and service locations of a company and any other facilities such as bank branches, administrative offices, etc. Permanent (or temporary) locations with no paid employees (such as automated teller machines) are not considered separate establishments.

GENERAL INSTRUCTIONS

- Complete a separate report form for each establishment **owned or controlled** by your company or organization. If you did not receive a separate report form for each establishment, visit our web site at econhelp.census.gov or call 1-800-233-6136, between

8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday, to request additional report forms.

- Each report form should cover calendar year 2012. If book figures are not available, **estimates are acceptable**. However, if the accounting fiscal year is different from the calendar year, fiscal year figures will be acceptable for all items except payroll (calendar year figures for payroll should be available from the Internal Revenue Service (IRS) Form 941-PR, Employer's Quarterly Federal Tax Return, or Form 944-PR, Employer's Annual Federal Tax Return). Indicate in item **30** the exact dates covered.
- If an establishment stopped operating before January 1, 2012, indicate action and date in item **3**, mark "X" the box to indicate "none" in item **4**, and continue to item **30**.
- If an establishment was closed, sold, or leased to another company or organization during 2012, complete the report form for the portion of 2012 that the establishment was operating as part of your company or organization.
- Dollar figures should be rounded to the nearest thousand as illustrated on the report form.
- If there are any questions or if any communication regarding this report form is necessary, reference the 11-digit Census File Number (CFN) shown in the mailing address.
- Please photocopy each completed report form for your records and return the original.
- Public reporting burden for this collection of information is estimated to average one hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0937, U.S. Census Bureau, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0937" as the subject.

- Response to this collection of information is required unless it does not display a valid approval number from the Office of Management (OMB). The OMB eight-digit number appears in the upper right corner of the report form.

INSTRUCTIONS FOR SELECTED ITEMS

2. PHYSICAL LOCATION

Answer all sections (**A and B**) of item **2** even if the mailing address shown is correct.

3. OPERATIONAL STATUS

Mark "X" the **ONE** box that best describes the operational status of the establishment at the **end of 2012**.

- **In operation** – The establishment was open and actively conducting business on December 31, 2012.
- **Temporarily or seasonally inactive** – Although not conducting business at the end of 2012, the establishment will eventually reopen and conduct business under the same Employer Identification Number (EIN). Examples include businesses or establishments that close during the "off-season" or that temporarily close for remodeling. Complete all items on the form for the portion of 2012 during which the establishment was active.
- **Ceased operation** – The establishment has gone out of business or closed and does not plan to reopen. Provide the **month, day, and year** that the establishment ceased operation. Complete all items on the form for the portion of 2012 during which the establishment was in operation.
- **Sold or leased to another operator** – The establishment was sold or leased to another company or organization. Provide the **month, day, and year** that the change occurred and indicate the name, address, and EIN of the new owner or operator. Complete all items on the form for the portion of 2012 prior to the change in operator.
- **Other status** – The establishment's operational status at the end of 2012 is not accurately described above. Please specify a description of the establishment's operational status in the space provided.

5. SALES, SHIPMENTS, RECEIPTS, OR REVENUE IN 2012

For establishments that generate no revenue, report zero and explain in the remarks section at the end of the report form.

Include:

- Interest, dividends, royalties, net realized capital gains (losses).

- Commissions and fees received from all sources, including fees earned for exchanging currencies, selling money orders, and cashing checks.
- Net gains (losses) from the sale of real property owned by the establishment for investment, rent, or lease (**NOT** gross sales).
- Gross sales (**NOT** net gains (losses)) of real property developed or buildings built by the establishment for sale.
- Gross rents from real property leased by the establishment to others.
- Rents from departments or concessions operated by other companies at the establishments.

Exclude:

- Revenue or other taxes collected directly from customers and paid directly to a commonwealth or federal tax agency.
- Revenue of departments or concessions operated by other companies at the establishment.

6. E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE IN 2012

E-commerce transactions are transactions completed over an Internet, electronic mail, Extranet, Electronic Data Interchange (EDI) network, or other online system.

Include:

- Revenue generated from agreements negotiated online between buyer and seller on price and term of a transfer of ownership of, or rights to use, goods or services.
- Online sales of goods or services, regardless of whether payment is made online.
- Commissions or fees from the use of online services (e.g., computerized reservation systems, financial transaction processing systems, etc.) where the order or contact was negotiated online.
- Commissions or fees from online trading of securities or other financial products (e.g., insurance, loans, etc.).
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-throughs on advertisements or referral fees) through the establishment's Web site.
- Revenue generated from telephone transactions using interactive voice response systems.
- Shipping and handling receipts for online orders.

Exclude:

- Online payments from customers where the order or contract was **not** negotiated online.

- Commissions or fees from the provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access, etc.) where the order or contract was **not** negotiated online.
- Order for goods or services placed over facsimile machines or switched telephone networks.

7. EMPLOYMENT AND PAYROLL

If employees worked at more than one location, report employment and payroll for employees at the **ONE** location where they spent most of their working time.

A. Number of paid employees

Report number of paid employees for pay period including the March 12, 2012.

Include:

- All full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941-PR, Employer's Quarterly Federal Tax Return, or Form 944-PR, Employer's Annual Federal Tax Return, and filed under the Employer Identification Number (EIN) shown in the mailing address or corrected in item **1**.
- Salaried officers and executives of a corporation.
- Salaried member of a professional service organization or association.
- Agents considered employees of the firm.
- Employees on paid sick leave, paid holidays, and paid vacation.

Exclude:

- Temporary staffing obtained from a staffing service.
- Employees of departments or concessions operated by other companies at this establishment.
- Proprietors or partners of an unincorporated business.
- Unpaid family members.
- Agents not considered employees of the firm on Internal Revenue Service Form 941-PR, Employer's Quarterly Federal Tax Return, or Form 944-PR, Employer's Annual Federal Tax Return (e.g., real estate agents, independent insurance agents).

B. Payroll before deductions

Include:

- Wages, salaries, tips, vacation allowances, bonuses, commissions, and other compensation paid to employees during 2012, whether or not subject to income or FICA tax.
- Salaries of officers and executives of a corporation.

- Employee contributions to qualified pension plans.
- The spread on stock options that is taxable to employees as income.
- Compensation paid to sales agents as reported on Internal Revenue Service Form 941-PR, Employer's Quarterly Federal Tax Return, or Form 944-PR, Employer's Annual Federal Tax Return.

Exclude:

- Payments to or withdrawals by proprietors or partners of an unincorporated business.
- Annuities or supplemental unemployment compensation benefits, even if income tax was withheld.
- Payrolls of departments or concessions operated by other companies at the establishment.
- Compensation paid to agents not considered employees of the firm on Internal Revenue Service Form 941-PR, Employer's Quarterly Federal Tax Return, or Form 944-PR, Employer's Annual Federal Tax Return (e.g., real estate agents, independent insurance agents).

C. Employer's cost for benefits

Include:

- Legally required employer's cost for benefits (employer payments for Social Security, Medicare, unemployment compensation, workmen's compensation, and local disability programs, if required). Also include any legally required employer's cost for benefits under non FICA regulations.
- Voluntarily provided benefits (payments for life insurance, medical insurance, pensions, welfare benefits, union-negotiated benefits, and other benefits).

13. CAPITAL EXPENDITURES AND DEPRECIATION CHARGES

A. Capital expenditures

Report expenditures made during 2012 to purchase buildings or structures, including improvements and repairs, and machinery and equipment that are chargeable to the fixed assets accounts and for which depreciation accounts are maintained. Also include the cost of buildings or structures and machinery and equipment acquired as the lessee under capital lease agreements entered into during 2012.

B. Depreciation charges

Report depreciation charges taken against tangible assets owned and used by your firm, tangible assets and improvements owned by your firm under leaseholds, tangible assets obtained, as the lessee, through capital lease agreements in 2012.

16. SELECTED EXPENSES

Costs refer to the amount actually paid or payable after discounts, including freight and other direct charges incurred in acquiring the item or service.

A. Communication services

Report cost of communication services, including telephone, cellular phones, Internet, fax, and the cost for the contracts.

B. Computer services

Report the cost of all computer services. Include data processing and computer software.

C. Office supplies

Report the cost of office supplies.

D. Maintenance and repair of machinery and equipment

Report total amount paid for the maintenance and repair of the machinery and/or equipment during 2012.

E. Maintenance and repair of buildings, structures, offices and their integral parts

Report total amount paid for the maintenance and repair of buildings, structures, offices, and their integral parts. Include the cost of purchased services from other companies that are paid directly by this establishment for janitorial, refuse removal, and other services.

F. All other operating expenses

Include all the other operating expenses incurred by the establishment, such as payroll, benefits, utilities, depreciation. Do not include capital expenditures, interest, and/or bad debt.

G. Interest paid

Include all the interest that was paid in 2012.

19. PRINCIPAL KIND OF BUSINESS

Choose the **PRINCIPAL** kind of business that best describes the establishment in 2012. If none of the provided selections seem appropriate, mark "X" the box next to "Other kind of business or activity," at the end of item **19** and provide a specific description of the primary business activity.