



Smarter Tax Solutions with Paladin Data and Avalara

Paul Butcher

Director of Business Development

November 18, 2025

WHAT YOU'LL LEARN

- Nexus concepts
- Exempt Scenarios
- Avalara solutions



Reduce Risk And Reclaim Time

Tax Automation for businesses

Natalie Lee

Sales Executive

November 11th, 2025

© Avalara. Confidential and proprietary.

Your Avalara Team



Nick Borges

USA Strategic Alliance Manager

Nicholas.Borges@avalara.com

+1 984 569 8757



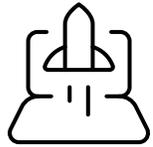
Natalie Lee

Sales Executive

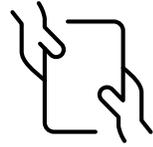
Natalie.lee@avalara.com

About Avalara

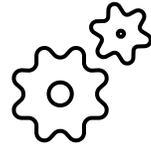
Key facts and figures



In operation since **2004**



More than **31 million** documents / certificates managed by Avalara in 2022



More than **1,200** signed partner integrations



48 billion AvaTax API calls were made by customers in 2023



More than **6 million** returns prepared by Avalara in 2023



Serving **41K+** customers from **75** countries

Global presence



15 offices **4,700+** employees

Largest tax technology company in the world



supports tax compliance for 41K+ businesses globally

RETAIL AND ECOMMERCE



CONVERSE

CROCS™

KÄRCHER

Miir

Reitmans

SLEEP OUTFITTERS

tréskin

YAKIMA

MARKETPLACES



Hewlett Packard Enterprise

MakerPlace
your place to make it



POSHMARK

Reverb

TPT

yelp

ZOLA
WEDDING REGISTRY

LODGING AND HOSPITALITY

Aimbridge

BOYD®

DREAMTRIPS™



FIVESTORY

JLL

SAGE
HOSPITALITY GROUP

Sonder

REDFIN.

MANUFACTURING



Backcountry.

BIRKENSTOCK



FOX FACTORY



ring

THULE®
SWEDEN



BEVERAGE ALCOHOL

HERITAGE.
DISTILLING CO.



Leinenkugel's



PHUSION
COLLECTIVE

SILVER OAK



SOFTWARE



FLOSPORTS



ORACLE
NETSUITE

Pinterest



upland

Zillow®

Avalara



**Common Hurdles:
Nexus & Sales Tax**

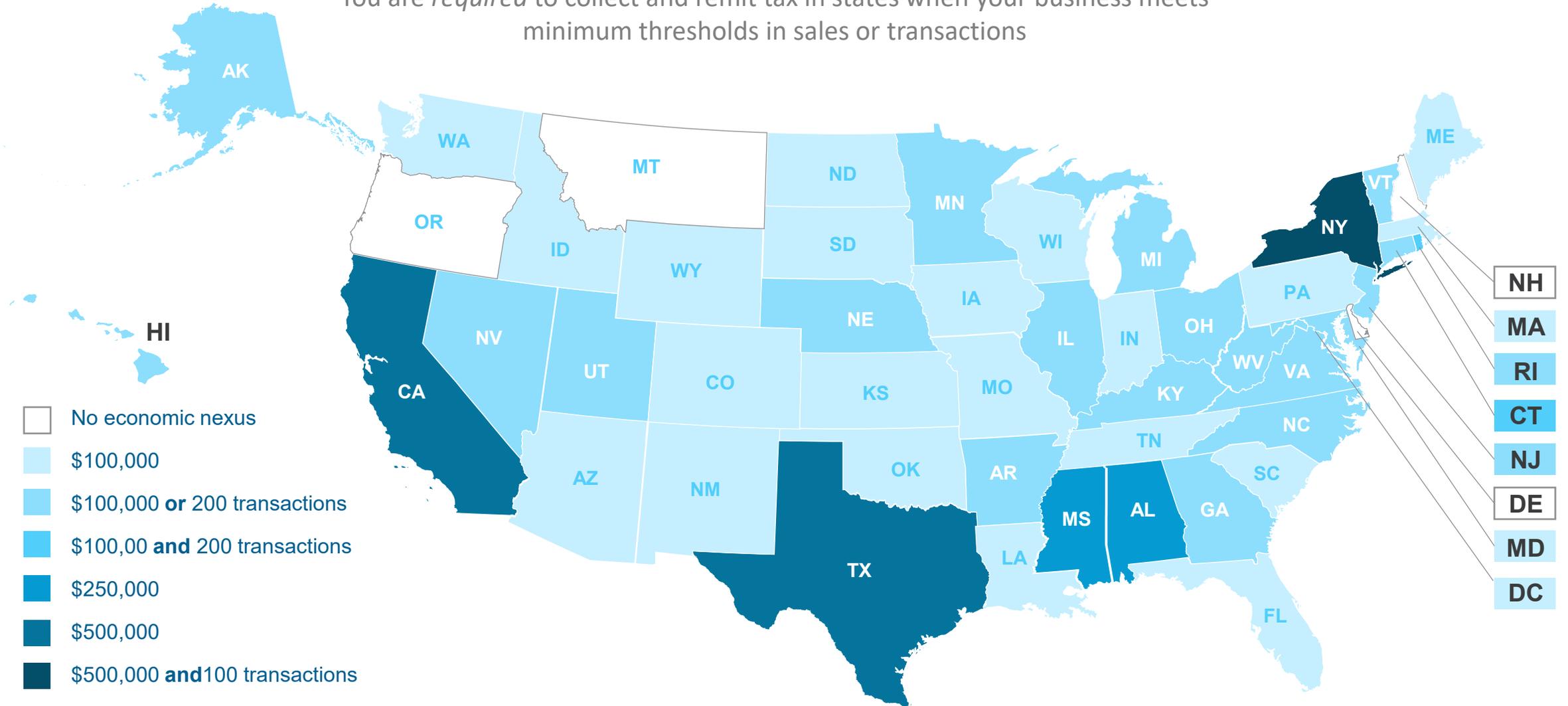
A GROWING LIST

Nexus-creating activities

 Multi-state locations	 Affiliates
 Maintenance / service / repairs	 Tradeshows
 Own / lease real property	 Commissions to resellers (1099s)
 Hosted data centers	 Investors / board members / employees
 Field sales / service staff	 Marketing / web advertising
 Charge licenses / royalty / fees / Franchisees	 Drop shipments
 Direct and / or online sales	 Maintenance contracts
 Maintains inventory including 3rd party owned warehouses	 Remote sales

Where do you have economic nexus?

You are *required* to collect and remit tax in states when your business meets minimum thresholds in sales or transactions



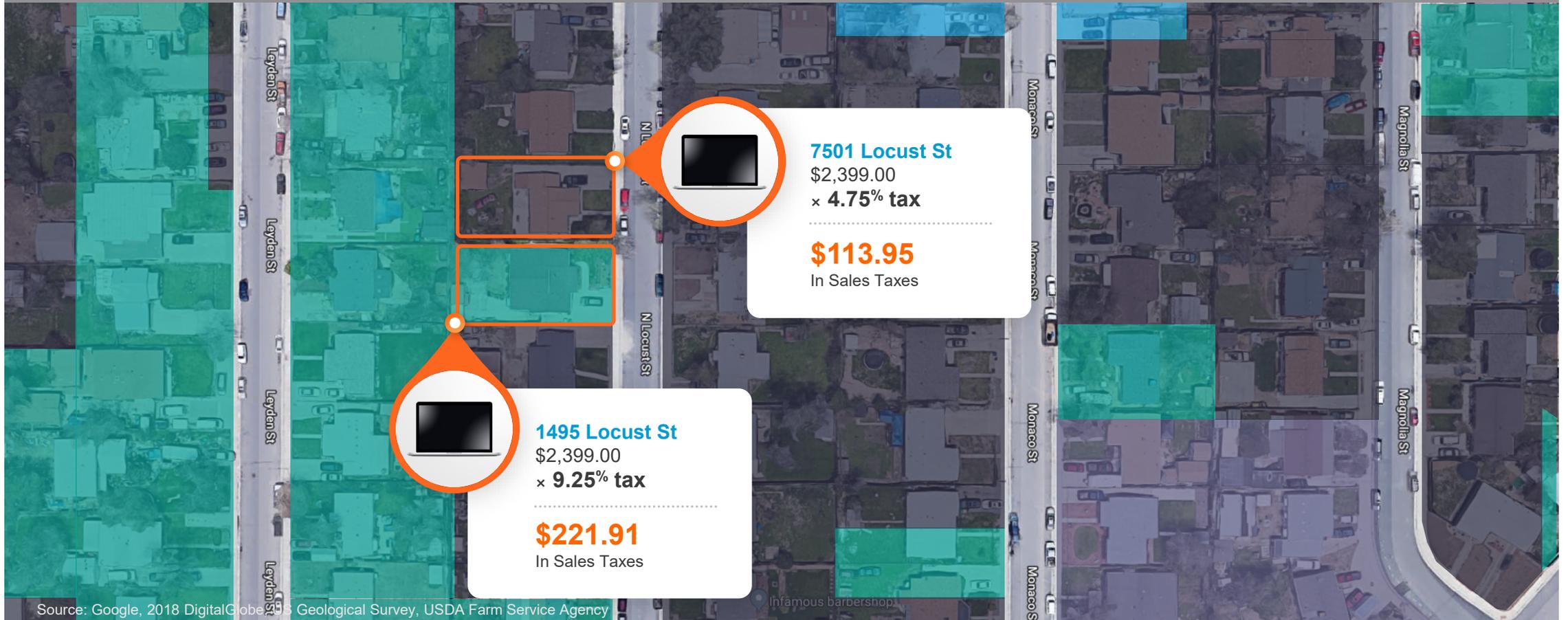
Source: Avalara, as of January 2024: [Avalara](#) (subject to change)

© Avalara. Confidential and proprietary.

Intricate geographic sensitivity

Tax calculation

Commerce City, CO – 80022



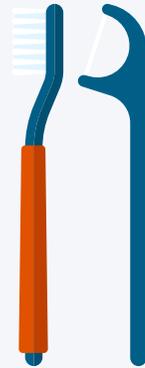
Product taxability challenges

● Exempt ● Taxable



Bottled water in Connecticut

- Convenience store
- Grocery store



Toothbrushes & dental floss

- New York
- Pennsylvania

Maryland software

- Individual Use
- Business Use



Takeout in Colorado

- Straws
- Cups, cup lids



Ice cream in Maryland

- Haagen-Dazs (14oz)
- Ben & Jerry's (16oz)

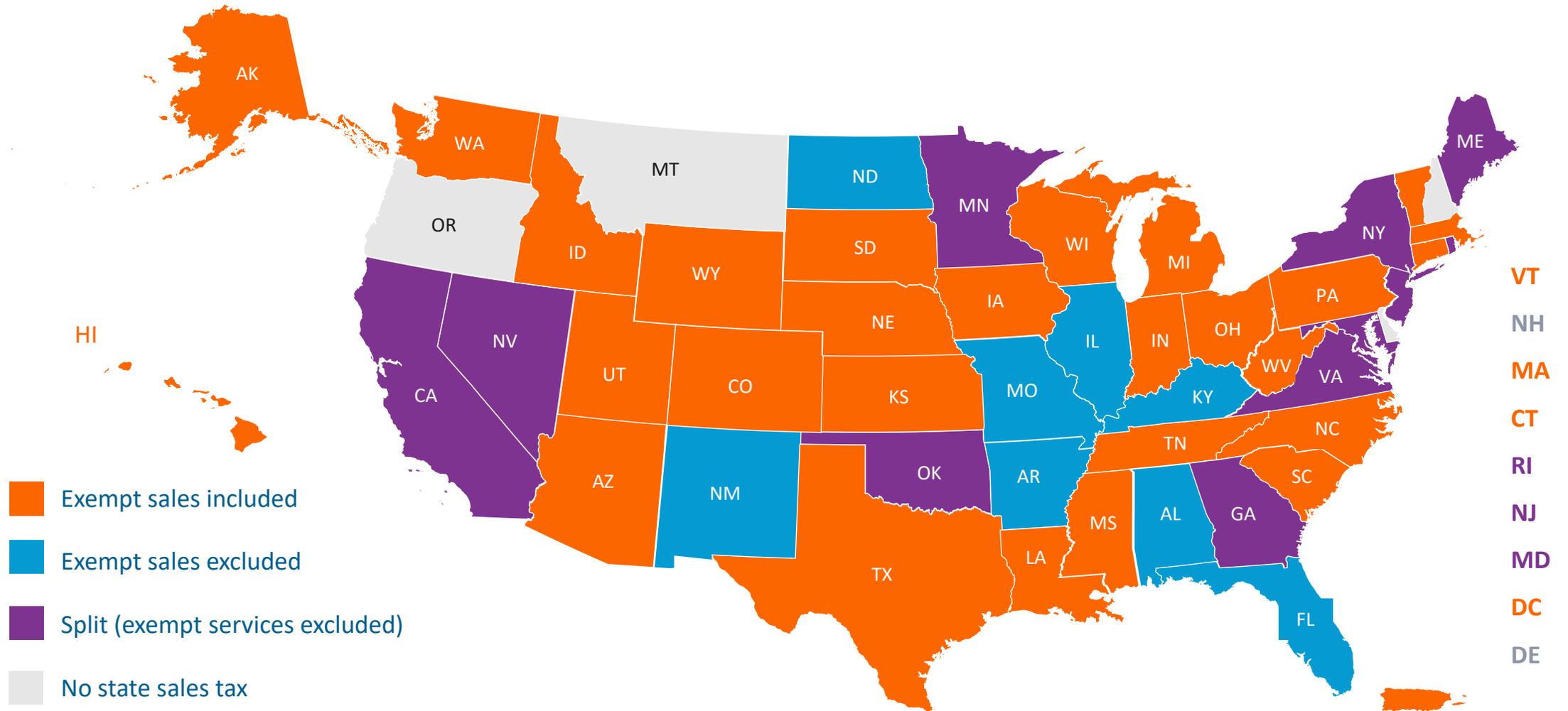
Software-as-a-Service

- New York
- California

Avalara

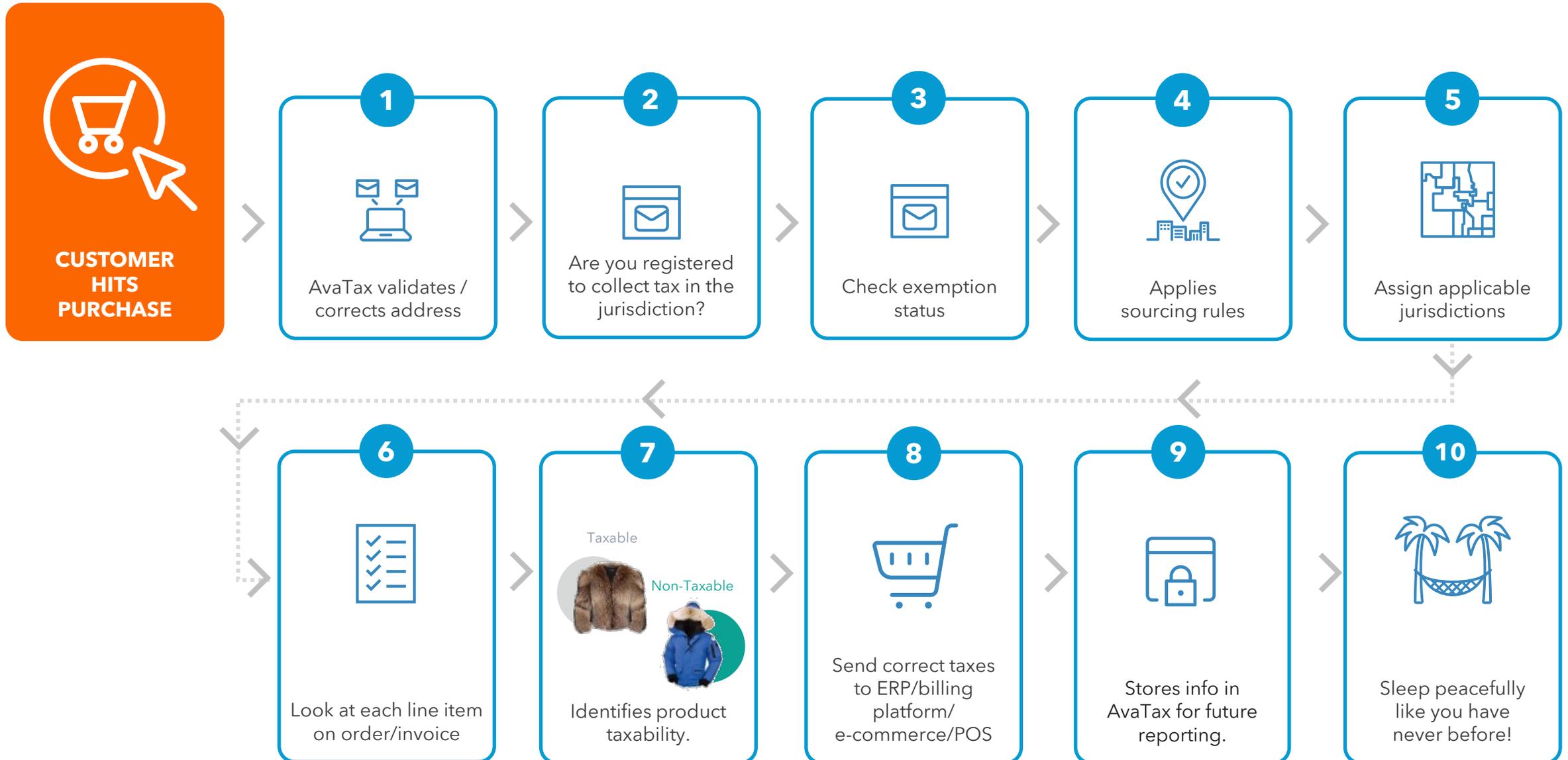
> **Common Hurdles:**
What if I sell exempt?

Exempt sales in economic nexus thresholds



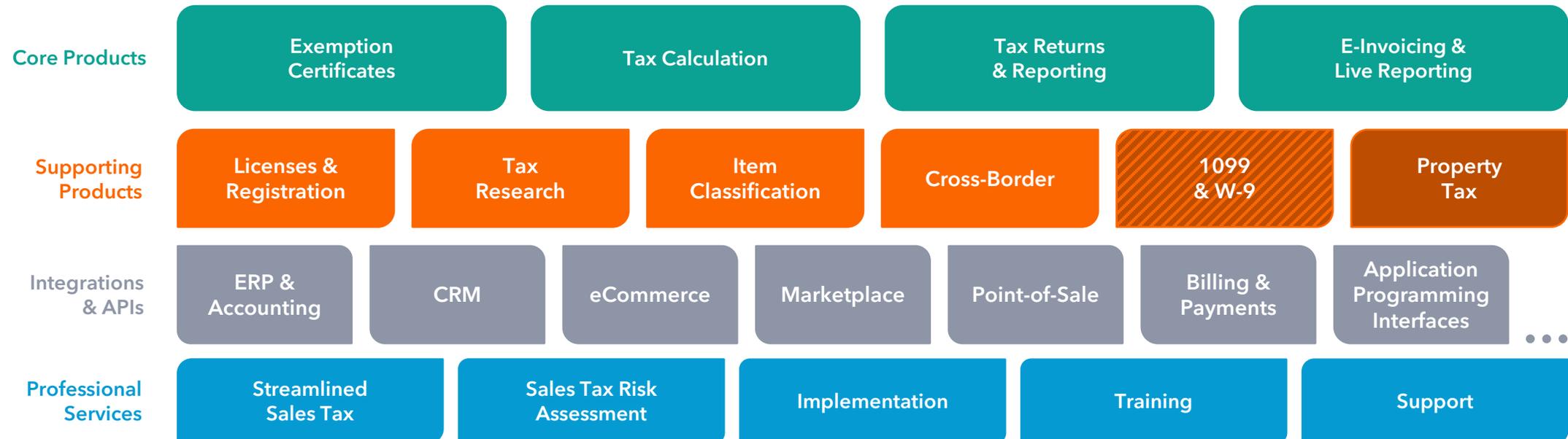
Puerto Rico

How we do it - The sub-second challenge



Avalara Products and Services

Avalara offers over **150 products** and **50 services** that address compliance needs across many industries, geographies, and levels of business complexity.



Next Webinar:

Making Year End Inventory Make Sense

December 2

9 A.M. PT

<https://portal.paladinpos.com/webinars/>



Expand Your Knowledge

Stay relevant in retail: paladinpointofsale.com/retailsience

More help at: portal.paladinpos.com

Follow us for Paladin news and updates:

