



THE ULTIMATE CHECKLIST

10 questions to ask before you expand to the US

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FOREWORD

Expanding to the US offers huge potential — but it's also a complex move that demands planning, local insight, and the right partners.



CHECKLIST

10 Questions to Answer Before You Expand to the US

Before you make the leap, make sure you've answered these 10 essential questions.

1

Do you know where in the US you should set up?

Each state operates almost like a mini-country – with its own tax, labour, and business laws.

- ✓ Choose your location strategically: cost base, time zone, customer access, and incentives all matter.

2

Have you structured your US entity correctly?

The right structure (LLC, C-Corp, or subsidiary) impacts liability, tax, and future investment options.

- ✓ Get advice early to avoid expensive restructuring later.

3

Have you planned your visa and immigration timeline?

Visa approvals can take months, and timing missteps can stall operations.

- ✓ Engage an immigration specialist before committing to relocation or hiring.

4

Do you understand the federal and state tax implications?

The US has multiple tax layers — and compliance varies widely.

- ✓ Smart planning upfront can save major headaches and keep you investor-ready.

5

Are you protecting your intellectual property?

US IP law differs from the UK, and brand or product protection must be registered state-by-state in some cases.

- ✓ Secure IP protection before launching your product or service in-market.

6

How will you hire, pay, and retain US employees?

Salaries, healthcare, and benefits packages are significantly higher than in the UK.

- ✓ Factor total employment costs into your forecasts — and consider local HR support.

7

Have you considered cultural and operational differences?

Decision-making, communication, and even sales cycles can differ dramatically.

- ✓ Local expertise helps you adapt your business culture without losing your identity.

8

Is your financial operation set up for success?

Exchange rate volatility, multi-currency payments, and cross-border accounts all affect your bottom line.

- ✓ Work with trusted FX and payments specialists to manage costs and protect margins.

9

Do you have a clear compliance roadmap?

From contracts to data privacy, non-compliance can carry significant risk.

- ✓ Review your legal obligations for each state and sector before launch.

10

Are you ready to scale — not just start — in the US?

The US market rewards preparation and agility.

- ✓ Plan beyond entry — build for sustainable growth and operational resilience.

Ready to take your next step?

Caxton and our expert partners — **Cross Border Financial Planning, Flynn Hodkinson, Frazier & Deeter, and Foothold America** — help UK businesses navigate every stage of US expansion.

Download the full “**US Market Entry in Changing Times**” replay and insights here: [\[link\]](#)

or

Book a consultation to discuss your expansion plans.

BOOK A CONSULTATION

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