

# Zia Soccer Club Inc

Executive Director / CEO

EIN 850435305

NM · NTEE N64Z

FY ending 2023-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Justin Sells, Executive Director / CEO** (\$53,203) against **every comparable organization** that fit the selection criteria — **149** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **76<sup>th</sup>** percentile of comparable organizations within the typical range

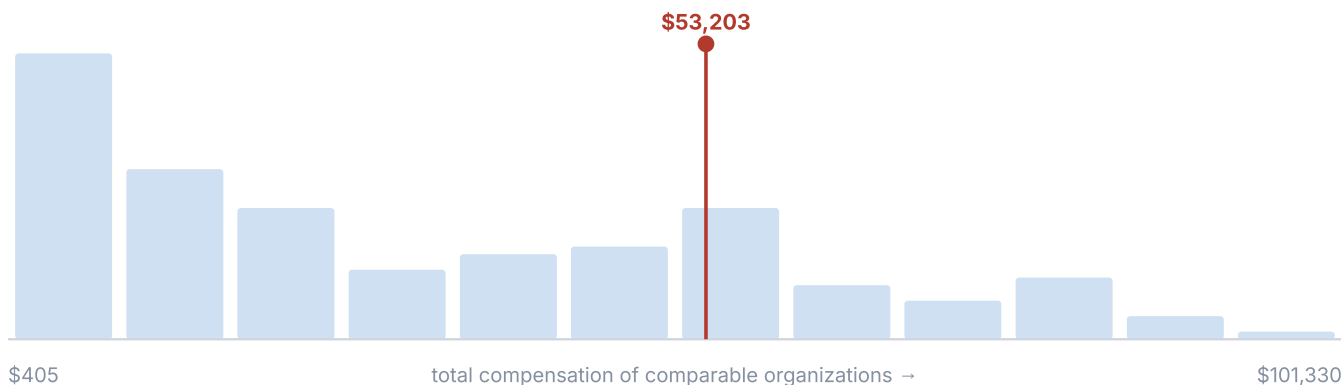
**Benchmarked executive:** Justin Sells — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (N64Z).
BUDGET	Total revenue between \$233,527 and \$522,822 — 0.67x to 1.50x the subject's \$348,548 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (N64), nationwide + budget 0.67–1.5x revenue.

**149** organizations qualified on sector, size, and geography → **149** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$2,799	\$9,358	\$24,517	\$52,457	\$70,405	\$53,203
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## ■ Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to NM cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Fc Batavia</a>	AZ	\$348,865	Lifetime Director, Director Of Coaching, Coach	\$89,250	<b>\$77,514</b>	2024
<a href="#">Alliance Cincinnati Soccer Club</a>	OH	\$343,937	President	\$15,951	<b>\$15,257</b>	2024
<a href="#">Aberdeen Youth Soccer Association</a>	SD	\$343,471	Executive Director	\$56,624	<b>\$56,435</b>	2024
<a href="#">Wichita Futbol Club</a>	KS	\$341,350	President	\$8,308	<b>\$8,106</b>	2024
<a href="#">Kingdom Football Academy Inc</a>	TX	\$338,475	President	\$70,338	<b>\$63,540</b>	2024
<a href="#">Passaic County Youth Soccer Assoc Inc</a>	NJ	\$337,978	Treasurer	\$6,750	<b>\$5,603</b>	2023
<a href="#">Culpeper Soccer Association</a>	VA	\$337,874	President	\$17,692	<b>\$15,029</b>	2025
<a href="#">Indian River Soccer Club Inc</a>	DE	\$359,590	President	\$2,500	<b>\$2,210</b>	2024
<a href="#">Santa Cruz City Youth Soccer Club</a>	CA	\$360,089	Director	\$25,008	<b>\$18,998</b>	2025
<a href="#">Sjgsl 2000 Inc</a>	NJ	\$361,699	Member At Large	\$6,600	<b>\$5,322</b>	2024
<a href="#">Wolverine Youth Soccer Inc</a>	MA	\$362,081	Registrar	\$22,316	<b>\$17,643</b>	2025
<a href="#">Greater Portland Soccer District</a>	OR	\$363,542	President	\$3,472	<b>\$2,911</b>	2024
<a href="#">Capital District Youth Soccer Leagueinc</a>	NY	\$363,553	Director	\$52,278	<b>\$42,661</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">West Sound Soccer Academy</a>	WA	\$364,254	Director Of Coaching, At Large	\$39,044	<b>\$31,568</b>	2024
<a href="#">Rockville-olney Soccer Academy Inc</a>	MD	\$368,557	President	\$52,400	<b>\$45,548</b>	2023
<a href="#">Weston Youth Soccer Inc</a>	MA	\$368,996	Administrator	\$28,500	<b>\$23,128</b>	2024
<a href="#">Cary Soccer Association</a>	IL	\$370,828	Director	\$510	<b>\$441</b>	2025
<a href="#">High Plains Drifters Soccer Club Inc</a>	TX	\$371,027	President	\$18,395	<b>\$16,617</b>	2024
<a href="#">California Bearcats Select</a>	CA	\$373,160	President	\$69,935	<b>\$56,147</b>	2023
<a href="#">North Allegheny Soccer Club Inc</a>	PA	\$323,492	Director Of Referees	\$1,743	<b>\$1,529</b>	2025
<a href="#">Fc 814 Inc</a>	PA	\$322,454	Registrar	\$4,882	<b>\$4,284</b>	2025
<a href="#">Amarillo Rush Soccer Club</a>	TX	\$322,207	President	\$2,515	<b>\$2,272</b>	2024
<a href="#">Balon Usa</a>	CO	\$321,851	Executive Dir.	\$58,840	<b>\$52,457</b>	2023
<a href="#">River Surge Fc Inc</a>	WI	\$376,449	President	\$5,033	<b>\$4,625</b>	2025
<a href="#">Michigan Youth Soccer League</a>	MI	\$319,835	President	\$45,061	<b>\$42,002</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NM cost of living and 2023 dollars. Click any organization to verify the figure on ProPublica.

## ■ Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to NM cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: [peerbasis.org/methodology](https://peerbasis.org/methodology).

## ● Sample, role match & sensitivity

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PEER COUNT	149 organizations. Compensation range \$405–\$101,330; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$348,548); for reference, expenses \$370,978 and assets \$166,726.
ROLE MATCH	Justin Sells, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	4 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	76 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	69 <sup>th</sup>
Reportable pay only (column D), adjusted	77 <sup>th</sup>
All sources (D + E + F), adjusted	74 <sup>th</sup>

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

## ● Rebuttable presumption of reasonableness · 26 CFR 53.4958-6

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Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

### Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (Justin Sells) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 9, 2026, comparing compensation against 149 similarly situated organizations (Same NTEE sector (N64), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$53,203 is reasonable (approximately the 76<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 9, 2026.