

*A*CCOUNTANTS & MORE

“YOUR BUSINESS CHAMPION”

Our key deliverable is 6 weeks training in our practices by Directors

Accountants and More: Our Franchise Concept

We have developed a robust business model that allows us to focus on a particular market of potential clients. Our operation has evolved since it launched in 1995, but the principles remain the same.

The model is fundamentally simple; to focus on the supply of professional accounting, taxation and associated services to small businesses. A small business is defined as a trading entity with a turnover of up to \$2Million. This includes Self Employed, Sole Traders, Partnerships and smaller Limited Companies. Our shop front strategy is based on making our services more accessible to the client base and to aid in the development of brand awareness.

By adhering to the Business Model and taking a proactive approach to marketing in your territory, you should be attracting clients at a considerable rate. Client acquisition will be facilitated by your shop front presence, and your marketing and networking activity will seriously help the build-up of your fee-bank. Further client development will also come from referrals.

Let's consider what can be achieved in reality. The expected performances for the top 25% of franchisees who have joined me over the last three years are:

	End of 12 months	End of 24 months
Average fee bank	(AU\$117,100)	(AU\$216,800)
Average clients	132	242

Please note the above figures are for illustration purposes only and are not a guarantee of earnings. Revenue and business growth is dependent on activity. Our business model involves certain activity requirements including marketing, networking and general business development.

Why You Should Join Accountants and More?

Our Brand Name:

We been around 20 years involved in franchising for 8 years during which time we opened 10 offices in 3 states along with our 3 franchises only one didn't work (sold) 14 still running several being very large business. Fourteen are now tax agents getting registered in this period.

We have the experience and systems .**Australian owned not multinational.**

Training: Face to Face

A six week intensive induction training course (including one week's home study) covers all aspects of the Accountants and More business model and prepares new franchisees for trading as 'Accountants and More'. This training covers a wide range of accountancy, tax, software, sales and marketing topics. It is designed and delivered by our in house team of qualified accountants and trainers all training is done in office environment with Terry Celeste the directors doing face to face.

This is where we thrash other franchisees

Do Face to Face with Principals

Embedded in our 5 practices accessible all the time.

We pay for all meals and accommodation during the course and ensure you have the opportunity to meet all staff in the Forster Taree Kempsey Woolgoolga and Burleigh Support Centre. During the initial six month period, further shorter training modules are delivered covering Limited Company issues, corporation tax, payroll, and guidance on completing your own accounts, planning tools, human resources and staff recruitment and further software training.



Business Acceleration and Nurture Program

This is a holistic induction and monitoring package that is designed to help you set up parts of your operation prior to the training course. The programme also monitors your business development through the first six months and comprises further training at each quarter were we do several days together the last 3 have been Moree, Woolgoolga. And before that Tasmania

The follow up training is a mix of technical, general management and business plan review to track the progress of your business as well as pricing and systems.

Shop Front Concept:

We have a highly visible presence with over 4 shop fronts Burleigh Woolgoolga Taree and Forster and growing around the Australia. The shop front brand is supplemented by the 3 branded cars

driving around the country, national advertising, internet presence and marketing collateral. We constantly look to be at the forefront in terms of brand awareness, technical training and support for business growth. The shop front will allow you to build up a team of staff who you can delegate to, allowing you the free time to work on the business not in it.

Marketing

You will receive a number of free leads, as part of your initial franchise package. These will be generated from a marketing campaign in your area and our ongoing 'inbound lead' service. The Support Centre provides a social media presence, PR, national advertising, telemarketing and an unparalleled internet presence. These and other initiatives will generate inbound leads (business opportunities) for you. Leads are done daily by email to ensure they're timely it's your responsibility to convert but I give guidance on this. Quality completed work drives word mouth.

Each area needs marketing campaign what works in some doesn't in others. I have invented wall of marketing concept similar to wall of music. This be discussed in training.

Access to Specialist Advice/In-field Back-up:

We work closely with all franchisees on maximising their profit providing advice and training on pricing for profit. This type of consultancy work does not come cheap and we are pleased to provide this as part of our service, I have numerous articles and if there is silver bullet this is it.. Although I was given 2 golden rules pricing it took years to get mix right. Very little of this exist in market place its really secret. We utilise a range of bespoke business tools for our network in respect of their own business planning, fee charging and profitability analysis. As well as qualified staff available to assist you in running and developing your business, we also have a comprehensive support site available offering a full Blueprint for running your practice. Any of our 4 practice can be rung at any time to get guidance. Our staff attend training every quarter and are up to date.

Assistance day to day

All of the Support Centre staff are on hand if you need to talk through any issues or queries. One of the main support functions that is available to you as part of the franchise package is the technical helpdesk. This is manned from Monday to Friday 9am – 5pm, by individuals with a range of accountancy and tax qualifications and is available to you and your staff. There is also a marketing helpline if you wish to discuss an idea, advert, proposal or campaign. We also run after work service and often talk to franchisees around 6 pm to 8pm when its bit quieter and we can assist you better

As technology progresses the reliance placed on your IT increases which is why we have researched a panel of recommended national IT support partners across Australia for you to choose from. Should you prefer to use a local IT company you are free to do so. A laptop with the relevant software is provided as part of your franchise fee and the main software provider will be responsible for the installation and updates of their software, at no charge to you. Our IT people are experience working with franchises and Australian based there friendly and not overseas were happy for you to meet them



Likely Franchisee

We look for professional people who have strong commercial and/or financial backgrounds

We look for people who are capable of setting themselves up in business but see the value in the brand, training, support and systems that investing in a franchise with Accountants and More brings. Often migrants or people trapped in boring jobs

Most franchisees join us with a recognised accountancy qualification, typically CPA, ICA and NTAA and have a mix of industry and practice backgrounds, but you don't have to be an accountant to join us although if you are a non-accountant, you will need to employ qualified accountants with a Tax Agent license we run a service for you here where we can be nominee for company and check all work.

- Commercial awareness
- Business acumen
- Energy
- Motivation
- Communication skills

Finances

A Guide to estimated start-up costs and ongoing fees, please note all fees are shown exclusive of GST:

Franchise Fee

Initial Sum \$77,000

Management Service Fees

	Band	Rate
First	400.000	9%
All Further Sales		6%

Brand Awareness & Client Acquisition fund:- \$3,600 pa

Franchisee Case Study Our conference at Glen Innes Late2019

Latest tax laws



At the barbeque



What Next

If you would like to take your interest further and find out more about our network with no obligation, then please contact us on: 1800 456 333 or email us on: office@accountantsandmore.com.au reserve 0266542700 Angie CEO Terry Celeste Directors

Please refer to our prospectus details may vary happy to have franchise inspection days on site

Steps ahead

Initial meeting

Read contract and pay deposit

Commence training 4 to 6 weeks face to face in office

Select site then confirm

Open shop front or office

Grand opening

Note we brand under Master Accounting in Queensland

Our Network of Franchisees is expanding rapidly, join us now to be part of our success!!



Presentation by Angie



Country through AND through

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