

Public practice owners
Target \$100,000 fee increase
in 12 months



**Our tax planning and
business advisory courses
with 12 months mentoring make it
possible.**



Creators of tax planning and business advisory
courses and software for accountants.

Find out more today

T: 0412 842 856 | E: darren.gleeson@taxfitness.com.au | W: www.taxfitness.com.au

1	CONTENT	2
2	INTRODUCTION	3
3	WHY YOUR BUSINESS CLIENTS NEED TAX PLANNING	4
4	WHY YOUR BUSINESS CLIENTS NEED BUSINESS ADVISORY	5
5	WHY CREATE AN ADVISORY DIVISION COVERING TAX PLANNING AND BUSINESS ADVISORY?	6
6	COURSE OBJECTIVES.....	7
7	COURSE SUMMARY	8
8	COURSE DETAIL	9
9	SUITABILITY FOR THE COURSE.....	12
10	TRAINERS AND SUPPORT	13
11	FREQUENTLY ASKED QUESTIONS	15
12	COURSE INQUIRY FORM.....	16



2 INTRODUCTION

In 2017, TaxFitness was founded to provide tax planning software for accountants. In 2021, a business advisory module was added, and in 2023, a comprehensive revenue-generating training course.

The IBIS Australia 'Accounting Services in Australia' report for the 2023 financial year shows the following industry dynamics:

- Revenue - \$27.1b
- Industry revenue for the four key service lines:
 - Audit services (40.2%) - \$10.9b
 - Tax services (28.4%) - \$7.7b
 - Advisory services (21.4%) - \$5.8b
 - Bookkeeping services (10%)- 2.7b
- Businesses – 36,903
- Employees – 159,000
- Wages - \$10.3b

The Big Four accounting practices (PWC Australia, EY, Deloitte, and KPMG) generate 40% of their revenue from advisory services. Australia's next 100 largest accounting practices generate 20% of their revenue from advisory services. The other 36,000-plus practices generate less than 5% of their revenue from advisory services and, in many cases, zero.

Our TaxFitness training courses have two main objectives:

1. Enables practices to provide advisory services to their business clients that will save tax and improve profits, wealth, security, and financial freedom.
2. Increase advisory services to 20-40% of the practice's revenue. For some practices, this would be a 67% increase in fees.

To achieve the above objectives, a practice requires tax planning software, business advisory software, and our 12-week or 12-month training course.

If you are interested in increasing your advisory fees please complete and return the course inquiry form at the end of this document. We will then assess your suitability. This will give you the confidence to know that we have evaluated your interest against criteria we know optimise results and success.

3 WHY YOUR BUSINESS CLIENTS NEED TAX PLANNING

Tax planning is different from tax compliance.

Tax compliance involves helping your clients to meet their legal requirements regarding taxes and reporting. Lodging a tax return is a common example of tax compliance.

Tax planning on the other hand involves assessing your clients' unique circumstances against over 200 tax strategies and selecting the ones that can be implemented to achieve savings and benefits. Tax planning strategies use a wide range of legal deductions, exemptions, structures, and tax-effective investing. Each strategy has an implementation process to follow and only accounting professionals genuinely skilled at tax planning know how these strategies work.

Do all tax accountants and tax agents provide tax planning?

No, only those who specialise in the level of knowledge required (and who have the supporting tools) can provide tax planning properly. It is the same as a GP doctor 'v' a specialist. Similar to a medical specialist, a tax planning specialist has very specific skills.

Lock in client loyalty. Your clients won't leave once you find significant tax savings or benefits for them through tax planning.

Generate fees from tax planning and generate extra compliance fees.

We'll show you how.



4 WHY YOUR BUSINESS CLIENTS NEED BUSINESS ADVISORY

Business advisory is not the same as tax compliance.

Tax compliance involves meeting legal requirements regarding taxes and reporting. Lodging a tax return is a common example of tax compliance.

Business advisory is different and provides businesses with expert insights, strategic guidance and practical solutions to improve profits, create wealth, drive sustainable growth and navigate challenges. Many businesses miss out on important benefits because they only receive tax compliance services from their accountant and (they and their accountant) do not realise that business advisory is essential to achieve improvement, savings and protection.

Do all tax accountants and tax agents provide business advisory?

No, only those who specialise in the level of knowledge required (and who have the supporting tools) can provide business advisory services properly. It is the same as a GP doctor 'v' a specialist. Similar to a medical specialist, a business advisory specialist has very specific skills.



Lock in client loyalty. Your clients won't leave once you provide business advisory services that improve their business, create savings and provide protection. A sophisticated array of benefits to make their business more profitable and safe.

Generate fees from business advisory and generate extra compliance fees.

We'll show you how.

(i) Tax planning and business advisory services could increase your existing fees by 67%

Ninety per cent (90%) of suburban practices generate minimal tax planning and business advisory revenue. Growing your advisory fees increases your revenue/fees, profits, and goodwill value.

The opportunities to generate advisory fees exist in your current client base - you don't need more new clients at this stage.

(ii) 80% of taxpayers can legally reduce the amount of tax they pay

Many business owners can reduce the amount of tax they pay. Whether they do so, or not is due to three factors:

- Their desire to save tax – how important is it to them?
- Will they make the necessary changes to save tax? For example, will they change their business structures or refinance their loans?
- Do they have the funds available to implement the strategies? For example, are funds available to contribute to superannuation?

(iii) 100% of business owners need business advisory services

Every business could benefit from expert insights, strategic guidance and practical solutions to improve profits, create wealth, drive sustainable growth and navigate challenges. Without it, businesses may fail or won't achieve their full potential.

(iv) Increases client retention and generates new clients from word-of-mouth referrals

Most services accountants provide are compulsory form-filling that adds little to no value. Not surprisingly, clients don't appreciate or highly value these services.

In contrast, value-added services, such as tax planning and business advisory, are highly desired by clients. Why? Because they meet one test - they add value to the client in some way or form.

To pass the value-added test, the service or product must generate value for the client at least five times (5X) the cost.

6 COURSE OBJECTIVES

The short-term objectives are:

1. Targeting a minimum of \$25,000 in tax planning and business advisory fees for gold course participants. Platinum course participants are targeting \$100,000 in fees.
2. Enable practices to provide advisory services to their business clients that save tax and improve profits, wealth, security and financial freedom.

The long-term objectives (1-3 years) are:

1. Increase tax planning and business advisory to 20-40% of the practice's revenue.
2. Develop the expertise in providing advisory services so that it becomes a competitive advantage and differentiates the practice from its competitors.



7 COURSE SUMMARY

Generate tax planning and business advisory fees for your practice from day one, by enrolling in the course that suits your needs. Our practical and hands-on courses work one-on-one with you and your existing clients to get results.

Gold (12-week course)
Targeting a minimum of \$25,000 in tax planning and business advisory fees within the first 12 weeks.
Unlimited phone calls and emails.
Weekly one-on-one coaching/mentoring/training (1 hour Zoom sessions).
Access core course content (videos, checklists, PDF summaries, marketing materials, marketing emails).
Course certification - includes 50 hours of CPD.
Requires a 12-week commitment of 2- 4 hours per week.
12-week software subscription included.
\$3,600 (+ GST)

Platinum (12-month course)
Targeting a minimum of \$100,000 in tax planning and business advisory fees within the first 12 months.
Unlimited phone calls and emails.
One-on-one coaching/mentoring/training (1 hour Zoom sessions).
Access core course content (videos, checklists, PDF summaries, marketing materials, marketing emails).
Course certification - includes 200 hours of CPD.
Requires a 12-month commitment of a minimum of 4 hours per week.
12-month software subscription included.
\$12,999 (+ GST)

The courses covers:

(i) Working one-on-one with you and your existing clients to get results.

Targeting a minimum of \$25,000 in tax planning and business advisory fees within the first 12 weeks for gold course participants. Platinum course participants will be targeting \$100,000.

The trainers will work one-on-one with you and your existing clients to get these results. This involves weekly one on-one coaching, mentoring and training (1 hour Zoom sessions).

(ii) TaxFitness software.

Includes either a 12-week or 12-month tax planning and business advisory software subscription. The software subscription includes unlimited clients, unlimited users, and unlimited reports.

The training includes using the software to prepare tax planning and business advisory reports for real practice clients.

(iii) Tax strategy database

This intellectual property is the foundation of the whole tax planning process. The database includes 200 tax strategies, which are constantly updated and maintained to include tax law changes.

(iv) Business advisory database

This intellectual property is the foundation of the whole business advisory process. The database includes 200 business advisory strategies covering asset protection, profit improvement, benchmarking, business value improvement, risk management, business salability and succession planning, being able to work on the business as an owner instead of in it as a technician or worker, and wealth creation.

(v) Educating business clients

The objective is to educate clients on what the specific services are and the potential benefits of each service. Client education must be an ongoing process, as the key to success is repetition. If this is done well, selling the services to clients is much easier.

(vi) Profiling business clients

This involves profiling your business clients to select those clients that will get the largest benefits from tax planning and business advisory services. Naturally, the bigger the quantifiable benefits for a client, the easier it is for us to sell the service to them.

(vii) Fees - report fees, implementation fees, and annual fees.

The standard fees are \$3,000 - \$5,000 for a tax planning report and \$3,000 - \$5,000 for a business advisory report. In addition, there are implementation fees and ongoing fees. We will show you how to calculate the fees to quote clients for all the services.

(viii) Selling service to clients and sales meetings

There is a structured format/process to follow that maximises the success rate in selling the services to clients. It also involves role-playing and reviewing/critiquing sales meetings.

(ix) Information gathering

This details the essential information required and the process to obtain it from the client most efficiently. The quality of client information is critical as it impacts not just the advisory services but also profiling and selling the services to clients.

(x) Selecting tax strategies

This involves assessing the client's unique circumstances against over 200 tax strategies and selecting the optimum 1 – 5 that can be implemented to achieve savings and benefits. This is done using the TaxFitness software, plus the accountant's experience and expertise.

(xi) Selecting business advisory strategies

This involves assessing the client's unique circumstances and determining what business advisory strategies will enable them to achieve their goals/objectives. This is done using the TaxFitness software, plus the accountant's experience and expertise.

(xii) Tax planning report

The tax planning report explains the selected tax strategies and quantifies the tax savings. It then explains the step-by-step process to implement each strategy legally and effectively.

The training covers how to produce optimum tax planning reports and also how to use it as a tool to sell additional services/fees.

(xiii) Business advisory report

The business advisory report provides an outline of selected business advisory strategies that have the potential to improve profits and create wealth if correctly implemented. It also details the implementation process, costs, and issues to consider for each business advisory strategy.

The training covers how to produce optimum tax planning reports and how to use the reports as a tool to sell additional services and generate extra fees.

(xiv) Advisory meetings (report presentation)

Advisory meetings involve presenting the report to the client and discussing the report's recommendations and the proposed benefits.

There is a structured format/process to follow that maximises the success rate of clients accepting the advice (and agreeing to proceed with additional services).

(xv) Advisory meetings (implementation of strategies)

These advisory meetings involve discussing the implementation strategies, process and benefits. Once again, there is a structured format/process to follow that maximises client acceptance.

(xvi) Implementing strategies

The client will implement some strategies. The accountant will implement others, whilst others will be jointly implemented.

(xvii) Seven advisory sins

This will cover the pitfalls and mistakes to be avoided in providing advisory services. Success is often a process of eliminating the mistakes or things that hold us back.



9 SUITABILITY FOR THE COURSE

To achieve the course objectives, as detailed in section 6, the course participants require the following attributes:

1. Must be a practice owner or employee at an established accounting practice that services various business clients.
2. Can allocate 2-4 hours per week for the duration of the course.
3. A desire to move from a compliance focus and add value to their clients (through providing tax planning and business advisory services).
4. Desire to increase tax planning and business advisory fees.





Darren Gleeson
(Managing Director)

M: 0412 842 856

darren.gleeson@taxfitness.com.au

In 2003 Darren founded the Success Tax Professionals franchise group which has grown to over 100 franchisees operating Australia-wide. Success Tax Professionals franchisees currently lodge over 50,000 tax returns pa for a combination of individuals, small businesses and SMSFs. Success Tax Professionals is the third-largest tax franchise in Australia.

In 2017 Darren founded TaxFitness to provide tax planning software for accountants. In 2021, a business advisory module was added and comprehensive revenue-generating training courses in 2023.

Darren has a Bachelor of Business (Accounting) degree, a Diploma of Financial Services (Financial Planning), a Graduate Diploma of Applied Finance, and a Master of Business Administration. Darren is also a member of the Institute of Company Directors and CPA Australia.

Darren is the published author of 9 books:

1. [Tax Savings for 201 Employee Occupations](#)
 2. [201 Tax Saving Strategies](#)
 3. [Tax Planning Made Simple \(Second Edition\)](#)
 4. [The Intelligent Accountant](#)
 5. [Tax Tips that Add Up](#)
 6. [Stairway to Profits](#)
 7. [103 Tax Haven Escapes](#)
 8. [8,000 Years of Weird and Wonderful Taxes](#)
 9. [250 Tax Saving Tips](#)
-



Tracy James
(Change Director)
tracy.james@taxfitness.com.au

Together with Darren Gleeson, Tracy James is the founder of the Success Tax Professionals franchising business which commenced in 2003. Success Tax Professionals provides non-tax agents with the opportunity to work towards tax agent status under supervision and for tax agents to receive mentoring, support and tools to grow viable businesses providing compliance and higher-tier services.

Before Success Tax Professionals, Tracy's career history included 20 years of experience in senior management positions in national customer service organisations including large call centres and government departments where she was responsible for change management and performance initiatives including quality assurance.

Tracy has received awards for project implementation as well as learning and development for a series of innovative concepts and programmes she created, cultured and rolled out in government workplaces. Tracy's awards include an Australia Day Achievement Award administered by the National Australia Day Council and an Australian Training Award (ATA).

In TaxFitness her role focuses on design and information dissemination.

"Tax planning and business advisory are services that most public practice accountants have on their advertising material. But the truth is that only a small subset of accountants genuinely have enough knowledge and skill to provide these services. With our TaxFitness courses and software, our mission is to provide an educational platform coupled with IT (our software) to learn and produce meaningful and easy-to-follow data for these services. These services can produce excellent fees for a practice once an accountant understands how much they are actually worth and feels confident providing them. It can revolutionise a practice and its revenue." Tracy James.



Roydon Snelgar
(Operations Director)
Mob: 0432 419 575
roydon.snelgar@taxfitness.com.au

Roydon has extensive experience in the industry and a track record for successful results, having worked in marketing for 20 years and digital marketing for over 15 years.

He has an undergraduate degree in marketing and a Master's in Business Administration from Curtin University of Technology.

"We provide you with comprehensive marketing templates, processes and training so that you have the tools you need to sell tax planning and business advisory to your clients." Roydon Snelgar.

11 FREQUENTLY ASKED QUESTIONS

- 11.1 When is the course fee payable?
The course fees are payable in full before the commencement of the course. The course fees can be paid via EFT or credit card.
- 11.2 Can the courses be cancelled part way through the course term?
No, the course is not able to be cancelled. No refunds are issued to course participants if they decide not to complete the course.
- 11.3 Will all the staff in an accounting practice be trained?
No, only course participants (who have paid the applicable training fees) will be trained. Course participants may be able to personally train other accountants with the knowledge they have learned. Alternatively, multiple accountants from a practice can undertake the course (either at the same time or at different times).
- 11.4 Is the course suitable for start-up practices?
This depends. Course participants must have current business clients that are suitable for tax planning and business advisory services.
- 11.5 **Are there any guarantees that the targeted level of tax planning and business advisory fees will be achieved?**
No. Actual performance achieved by a course participant will vary depending on their level of experience, their commitment, their communication and selling skills, their ability to make changes in their practice, motivation levels, the number of business clients the practice has, the practice's relationship with the business clients, etc.
- 11.6 What is the best time to start the course?
Generally, as soon as possible. The sooner participants start the course, the sooner they build their expertise and start getting additional revenue.
- 11.7 Are tax planning services seasonal and only provided in May and June each year?
No. Tax planning services should be offered and provided to business clients year-round. The peak tax planning period is generally from February to June.
- 11.8 My practice generates no fees from tax planning or business advisory services at present. Would the course be of benefit?
Yes. Your compliance business clients are an untapped opportunity to generate additional fees for the practice while providing essential value-adding services to them. This locks in their loyalty and extra fees can be generated from the higher-tier services of tax planning and business advisory plus it can lead to extra compliance fees due to the flow-on effect created by advisory services.

12 COURSE INQUIRY FORM

All information is treated as confidential.

Return to: darren.gleeson@taxfitness.com.au

T: 0412 842 856

Visit the TaxFitness website: <https://taxfitness.com.au/>

Please complete this form.

1. Practice principal		
1.1	Name(s)	
1.2	Practice name	
1.3	Practice address	
1.4	Practice website	
1.5	Practice phone number	
1.6	Practice email address	

2. Course participant 1		
2.1	Name	
2.2	Phone number	
2.3	Email	
2.4	Practice website (if different from section 1)	

3. Course participant 2		
3.1	Name	
3.2	Phone number	
3.3	Email	
3.4	Practice website (if different from section 1)	