

Public practice owners

**Generate an extra
\$30,000 in fees in the first year**



8 week tax planning course
Focus on results immediately

Tax planning and business advisory

Software | Marketing | Resources | Training Courses



Find out more today

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2 INTRODUCTION

In 2017, TaxFitness was founded to provide tax planning software for accountants. In 2021, a business advisory module was added, and in 2024 training courses.

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.

Our TaxFitness courses have two main objectives:

1. Enables practices to provide tax planning services to their clients that will save tax and improve profits, wealth, security, and financial freedom.
2. Increases tax planning fees to 20%+ of the practice's revenue.



3 WHY YOUR 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.

As a public practice accountant having these skills provides a competitive edge in the industry.

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.



What are the benefits of tax planning?

Valuable tax savings are achieved with tax planning – These legal tax saving strategies can save your client tax if correctly implemented. This significantly reduces the tax the client needs to pay and creates a position for ongoing tax planning services to the client. It becomes a regular service to the client and increases fees for your practice.

Tax planning assists your clients in meeting their Australian Taxation Office (ATO) obligations to avoid penalties and fines. Examples include:

- Business registration
- GST
- Income tax
- PAYG withholding
- Superannuation
- Fringe benefits tax (FBT)
- Record keeping
- Fuel tax credits
- State and territory taxes – payroll tax and land tax
- Other reporting – taxable payments reporting

Tax planning reviews and audits your clients' business structures – Their unique circumstances are assessed to determine the optimum structures to save tax and protect their assets.

Additional recommendations are identified during the tax planning process – These include ways to generate income, problem-solve complex situations, protect what your client has worked for and assist them in gaining more freedom, time and lifestyle choices.

Options may include:

- 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
- Wealth creation

4 WHY CREATE A TAX PLANNING DIVISION?

Generate an extra \$30,000 in fees first year

A good first-year target is \$30,000 in tax planning revenue when establishing a new tax planning division. As a new practice service, any fees you generate from tax planning will increase your existing fee base (and goodwill value).

The opportunities to generate tax planning fees exist in your current client base - you don't need more new clients at this stage. Instead, you just need to educate your clients, find the opportunities to add value to your current clients, sell them the benefits, and implement value-added strategies (which will be tax savings, asset protection, etc).

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

Eighty per cent (80%) of suburban practices generate minimal tax planning and business advisory revenue. Growing advisory fees increases revenue/fees, profits, and goodwill value.

Advisory services (tax planning and business advisory) should account for 20-40% of a practice's revenue. For some practices, achieving this target will increase their fees by 67%.

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 tax-saving strategies? For example, are funds available to contribute to superannuation?

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.

No extra licensing or registrations are required

Registered tax agents with the Tax Practitioners Board can provide tax planning services with no extra licences required.

In contrast, practices expanding their services to include SMSF auditing, financial planning or finance broking are all subject to additional licensing or registrations. This imposes annual costs of \$5,000 - \$48,000 pa for licencing, training, software, support and admin services.

Your current compliance tax knowledge is the base level foundation upon which tax planning expertise can be readily built

Registered tax agents should have good base-level knowledge covering income, deductions, exemptions, and structures. Of course, each accountant's overall knowledge level will vary greatly. This is supported by the ATO's 'Individuals not in Business Tax Gap Report,' which found that 78% of tax agent-prepared returns have errors.

To your base-level knowledge of tax planning, you need to add the expertise to:

- Problem-solve and work through the options to add value to the client's circumstances.
- Educate your clients on tax planning in general and the tax savings they can achieve.
- Communicate/sell the achievable benefits to the client.

Opportunity to differentiate yourself from your competitors

Three things need to occur for a differentiation strategy to be considered successful.

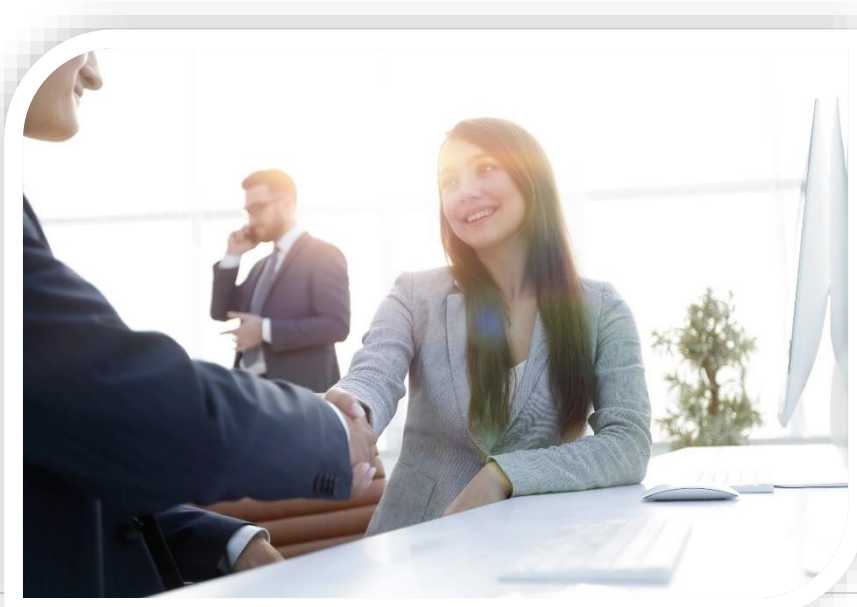
- **Firstly**, it must move your service from competing based primarily on price to competing on non-price factors such as service quality, service levels, brand name, service innovation, service features, or distribution channels.

(Service innovation involves offering new services that clients need but are not currently provided by your competitors. Tax planning fits this to a 'T'.)

- **Secondly**, customers and potential customers must have their needs wholly met by that service to such a degree that competitors are rendered completely ineffective.
- **Thirdly**, the firm snowballs by easily acquiring new clients, and the financial numbers confirm this.

Think about this now

As 80% of taxpayers can benefit from tax planning, how could you formally restructure your workflows, conduct client interviews, and practice direction to take advantage of tax planning opportunities to make this a service?



5 COURSE OBJECTIVES

The short-term objectives are:

1. Generate an extra **\$30,000** in tax planning fees in the first year.
2. Enable practices to provide tax planning services to their clients that save tax and improve profits, wealth, security and financial freedom.

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

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



6 COURSE SUMMARY

Our practical and hands-on courses work one-on-one with you and your existing clients to get results.

BRONZE Self-paced tax planning course	SILVER 1 day tax planning course	GOLD 8 week tax planning course
Generate tax planning fees	Generate tax planning fees within 7 days	Targeting a minimum of \$30,000 in tax planning fees within the first 12 months.
X	X	Fee guarantee – T & C apply
Self-paced course: Work with real clients, produce tax planning reports, learn how to market, and integrate the services into your practice.	Online course – 6 hour Zoom session: Work with real clients, produce tax planning reports, learn how to market, and integrate the services into your practice.	Online course - 6 hour Zoom session. Work with real clients, produce tax planning reports, learn how to market, integrate the services into your practice.
One extra participant is complimentary (Learn with a friend or work colleague).	One extra participant is complimentary (Learn with a friend or work colleague).	One extra participant is complimentary (Learn with a friend or work colleague).
Access core course content (videos, checklists, PDF summaries, marketing materials, marketing emails).	Access core course content (videos, checklists, PDF summaries, marketing materials, marketing emails).	Access core course content (videos, checklists, PDF summaries, marketing materials, marketing emails).
Full course manual.	Full course manual.	Full course manual.
X	X	Weekly 1-on-1 coaching mentoring and training (1 hour Zoom sessions).
10 phone calls and emails.	Unlimited phone calls and emails for 28 days.	Unlimited phone calls and emails.
Course certification - includes 20 hours of CPD.	Course certification - includes 6 hours of CPD.	Course certification - includes 200 hours of CPD.
30-day free software trial.	30-day free software trial.	8 week software subscription included.
\$600 +GST	\$990 +GST	\$3,600 +GST

7 COURSE DETAIL

The Gold 8-week tax planning course covers:

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

Targeting a minimum of \$30,000 in tax planning fees in the first year.

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 an 8-week software subscription. The software subscription includes unlimited clients, unlimited users, and unlimited reports.

The training includes using the software to prepare tax planning 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) Educating 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.

(v) Profiling clients

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

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

The standard fees vary from \$500 - \$5,000. 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.

(vii) 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.

(viii) 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.

(ix) 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.

(x) 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.

(xi) 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).

(xii) 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.

(xiii) Implementing strategies

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

(xiv) Tax planning mistakes

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



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In 2003 Darren founded the Success Tax Professionals franchise group which has grown to over 75 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 training courses in 2024.

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](#)
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Tracy James
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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.



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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.

9 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 can be booked and paid for online by 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, but one extra participant is complementary (you can learn with a friend or work colleague).

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 services.

11.5 **Are there any guarantees that the targeted level of tax planning 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 services at present. Would the course be of benefit?**

Yes. Your compliance 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 plus it can lead to extra compliance fees due to the flow-on effect created by advisory services.

Start your tax planning journey today
www.taxfitness.com.au