



Franchisee Information Guide

Partner with Australia's Leading Bookkeeping Franchise Network

Australia's leading bookkeeping franchise is looking for first class professionals to be part of our nationwide network.

FIRST CLASS OPPORTUNITY

First Class Accounts franchisees take pride in delivering a range of services to help small and medium-sized businesses work smarter through delivery of accurate bookkeeping services.

Since its inception in 2000, our network of professional bookkeepers has helped us go from strength to strength and achieve industry recognition. Now, with around 180 franchises nationally we are Australia's leading bookkeeping brand, and we continue to build on our success.

JOIN FIRST CLASS ACCOUNTS TO WORK FOR YOURSELF - NOT BY YOURSELF

If you want the chance to live the lifestyle you want, have experience in record keeping, an eye for detail and have a passion for helping small businesses to succeed, then you could be ideal for our team. We are looking for people that:

- Would love to work for themselves yet would appreciate the support and mentoring of a national office
- Are computer literate and have an interest in or experience of record keeping, bookkeeping or accounting
- Enjoy helping people grow their own businesses
- Like to learn, share knowledge, and be part of a team
- Possess a positive spirit, a 'can-do' attitude and outlook

Combine this with the motivation to develop your own business, a commitment to the highest standards of customer service, plus the readiness to take on the responsibilities of an owner, and you'll have what it takes to join and succeed in our network!

HELP SMALL BUSINESS OWNERS WORK SMARTER, GROW FASTER AND LIVE BETTER

When you take on your first clients, you'll often be developing a rewarding partnership for life. The benefits a First Class Accounts client receives is an experience that goes beyond just receiving up-to-date professional bookkeeping information. The services you provide allow business owners to make informed and timely decisions which affect their operational efficiency, control, cashflow and profitability. By freeing up valuable time for your client, you will help them achieve a more balanced lifestyle and give them the ability to focus on developing their business rather than just running it.

HOW WE GET YOU STARTED

First Class Accounts provides extensive training in accounting principles and software, and in the business and marketing procedures needed to run your own business.

You'll get continuous business support and training so you can grow your business in confidence.

This training is suited to all franchisees entering into a First Class Accounts franchise, notwithstanding where they may each be in terms of current bookkeeping, business development and sales skills.

As a First Class Accounts franchisee, you'll be supported at every step of the way to build your business and obtain a competitive advantage. You will benefit from:

- Our initial nine week intensive training course which incorporates our unique, comprehensive training program
- Unlimited access to members of our National Office support team
- A comprehensive 13 week 'Kick Start' business launch program
- Learning how to source, capture and develop your own client base through our comprehensive training program and the implementation of strategies learnt
- Our system provides you with technical, marketing and business support
- Free access to regular state-based regional training sessions, our franchisee advisory forums, members' website and one-on-one business development
- Access to the First Class Accounts strategic alliance partnership programs
- The opportunity to attend our annual National Conference

After successful completion of our intensive nine week training program you will be licensed to commence business as a First Class Accounts business owner. Together with our registered training organisation partners, we'll assist you to gain accreditation to provide BAS services.

"We have been with First Class Accounts since 2005. Our tenure with First Class Accounts has seen us form lasting personal and professional relationships with this great bunch of franchisees, and give us the confidence to run our business to meet our personal and business goals."

Charmaine and Tony Perry,
First Class Accounts - The Entrance, NSW



YOUR PLACE IN THE MARKET

According to the Australian Bureau of Statistics, there are over 2.3 million registered businesses in Australia (as at June 2018). As a First Class Accounts franchisee you will initially look to develop as little as 1% of this market in your territory.

As a single operator (that is, not employing or subcontracting staff), depending on the type of client, as a franchisee you should aim to secure approximately 10 ongoing clients in the first year of operation.

As an employing operator (one that employs or subcontracts other bookkeepers) the sky is the limit when it comes to how many clients you can service.

USE YOUR TRAINING AND SKILLS TO GROW LONG TERM AND REWARDING CLIENT PARTNERSHIPS

As a First Class Accounts franchisee, after completion of your training you'll be able to provide your clients with a valuable range of services, including:

- Preparation of financial budgets
- Cashflow reporting and analysis
- Receivables management
- Bank reconciliations
- Profit and Loss reports
- Initial client set-up and maintenance of accounting and office systems
- Payroll services (including Single Touch Payroll) and reporting*
- Preparation of BAS and PAYG returns*
- Training and support in MYOB, Reckon, Xero and Intuit Quickbooks software

**All First Class Accounts franchisees are either BAS or TAX Agents, or are working under the supervision and control of First Class Financial Group Pty Ltd, Tax Agent number 20874002 or a Third Party.*

THE APPEAL OF A FIRST CLASS ACCOUNTS FRANCHISE

- Low initial investment
- No heavy rental commitments
- Minimal set-up costs
- Low overheads
- Work the hours that suit you
- Pride in belonging to Australia largest bookkeeping franchise
- National brand recognition
- 'Kickstart' business launch program and local marketing support
- Initial training in all facets of the business
- Ongoing assistance and training in all areas
- Ongoing franchise support
- Extensive franchisee support and mentoring
- Access to our Franchise Support Team
- Business planning and development
- Being part of a group of like-minded professionals and enjoying the camaraderie they offer
- And ultimately you'll appreciate the rewards of having your own business, doing what you enjoy, and being motivated to achieve the financial and personal goals you have set for yourself



"I started my First Class Accounts business in May 2002, so have been with first class Accounts for 18 years. This in itself is testament to the positive experience I have had as a First Class Accounts franchisee, over this extended period of time."

Andrew Eustace,
First Class Accounts - St Ives, NSW

"Being a part of the First Class Accounts network has given me the confidence and support to be more than just a bookkeeper. Clients respect my professionalism and value my work. I, in turn, benefit from the professionalism and team spirit of both my peers and the National Office."

Trish Jones,
First Class Accounts - Craigieburn, VIC



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