

smb

ACCOUNTING



Franchise

PROSPECTUS

A new kind
of accounting

Table of Contents



01 A New Breed of Accounting

02 Proactive Accounting

03 Your Journey

04 Accounting for Your Success

05 Confident Clients

06 Limitless Potential

07 Frequently Asked Questions

08 The Investment Required

A New Breed⁺ of Accounting

SMB Accounting is a dynamic and innovative accounting firm with over 30 years of expertise in delivering trusted financial solutions.

Founded by Stephen Blake in 2007 as a family-owned business in Brisbane, SMB Accounting was created with the mission to revolutionise how accounting services cater to small and medium-sized enterprises (SMEs).

SMB Accounting is built on the philosophy of combining boutique accounting expertise with cutting-edge technology to empower business owners financially. By automating routine tasks, SMB Accounting delivers bespoke, proactive advice that helps clients focus on growing their businesses while maintaining peace of mind. Their comprehensive, all-in-one solutions ensure clients have access to real-time financial insights and effortless tax preparation, enabling them to stay ahead in today's competitive market.



With a steadfast commitment to being a people-first business, SMB Accounting prides itself on providing personalised, easy-to-understand guidance that's always accessible—whether over the phone or face-to-face. Now operating across multiple branches in Southeast Queensland, SMB Accounting continues to expand, driven by its mission to help passionate business owners feel confident and financially empowered.



Proactive Accounting

In 2019, Stephen revitalised the brand with a subscription-based business model, making premium accounting services—once reserved for large corporations—affordable and accessible to SMEs.



This innovative approach moves away from traditional, transactional accounting methods by offering clients continuous support and real-time financial insights.

At the core of SMB's model is its monthly billing structure, which ensures predictable and affordable pricing for clients.

This transparent structure not only eliminates surprise costs but also includes access to Xero as part of the subscription. By leveraging our partnership with Xero, we enable Franchise Partners to streamline operations, optimise efficiency, and drive profitability while delivering exceptional value to clients.

Your Journey

Training and Onboarding

Your SMB Accounting journey will begin with 2-3 days of training in SMB processes, services, and marketing at our Sunshine Coast location.

We estimate the time from signing the agreement to when you are ready for your first customers will be approximately 1 day to 1 week.

To maximise the impact of your launch, we will help you advertise in advance to gain foundation members who are ready to subscribe when you start.



Life at SMB

Your life at SMB will be an exciting mix of accounting and franchise management, delivering first-class accounting services that keep your clients retained and office busy!

In a typical day, you'll be responsible for:

- Meeting clients
- Opening and closing the office
- Maintaining the office
- Accounting
- Local marketing
- Following leads
- Billing and administration



Technology

Our CRM, Hubspot integrates with Facebook, livechat and our website, streamlining your administration and customer care.

At SMB, we pride ourselves on being at the forefront of accounting innovation and have also developed our own proprietary app, Phunl, which works similarly to receiptbank. Phunl makes it easy for you and your clients to document and track billing expenses with the simple click of a button.



Passionate people who feel like they're doing more than just a job.



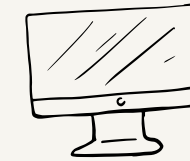
Accounting for Your Success

SMB Accounting's franchise model offers a suite of benefits and resources to support you in setting up your franchise and achieving lasting success.



Marketing

We offer Franchise Partners the option of National Office managing all digital marketing using our robust social media marketing strategy that has seen the company grow 400% in the past 5 years.



Cutting-Edge Tech

Our software streamlines your accounting operations, while our website and intranet management keeps your online presence professional, updated and responsive to clients' needs.



National Office Support

As well as ongoing training and support, National Office offers a dedicated call centre, regular quality control and initial fit-out and leasing support to help you hit the ground running in your new SMB location.



Recurring Revenue

Thanks to our revolutionary subscription model, you'll retain a high number of clients and generate a steady income from monthly billing for our services and our industry partners (Xero).

Confident Clients

SMB Accounting proudly supports a dynamic and growing client base, catering to the unique needs of small and medium-sized enterprises (SMEs). From NDIS contractors to independent tradespeople, our clients rely on SMB for proactive financial guidance that empowers their businesses to thrive.

Currently, 1 in 4 clients operates within the NDIS sector, a booming market with enormous potential for growth, while many others are tradespeople who are just beginning their journey as contractors, typically earning \$100,000 to \$150,000 annually.

These entrepreneurs are the backbone of Australia's economy, and they choose SMB for our transparent, tech-driven approach that delivers big-firm expertise at a price tailored for small businesses. As new markets continue emerging and business owners seek financial clarity and confidence, we're proud to be the trusted partner that helps them unlock their potential.



Limitless Potential

Southeast Queensland is experiencing significant growth, with an influx of new businesses due to interstate migration since COVID-19 and the ongoing housing crisis.

This surge presents a major opportunity for SMB Accounting to expand its footprint in the region, meeting the increasing demand for local, SME-focused accountants.



Looking ahead, SMB's growth strategy includes opening greenfield sites, acquiring 1-2 firms per year, and expanding into high-potential areas such as North Brisbane and regions with a strong presence of Independent Tax Practitioners (ITPs).

With limited competition and a clear advantage in pricing and service delivery, SMB is well-positioned to capture market share and build a robust presence across the state.

FAQs

How long is the Franchise Term?

The standard term is an initial period of 5 years and 2 further terms of 5 years (15 years total).

What financial details will I get?

A closer look at our financials is provided later in the application process. In the meantime, we have provided some initial and ongoing figures as a guide.

How long will it take before I am ready to operate my Franchise?

We estimate that from the time you sign the agreement to when you are ready to meet with potential customers is approximately 1 week.

Who looks after advertising my territory?

Our approach is that Franchise Partners are given the freedom to market to their customers at an organic and local area level.

National advertising and marketing campaigns are organised through National Office for efficiencies and cost advantages.

How do territories work?

Your territory is exclusive, which means regardless of the number of other Franchise Partners around you, you are the only Franchise Partner who can advertise and market in your area



What is the investment required?



Initial Franchise Fee

\$30,000



Royalty Fee

12% drops to 8%
over 20k per month



Initial Marketing Fee

\$4,500
3 months



Training Fee

\$5,000



Local Marketing

\$500 per month for 12 months
then review with Franchisor



While every effort has been made to ensure the accuracy of the information provided in this document, the Franchisor disclaims liability for inaccuracies. The projected establishment costs provided in this document are based on reasonable assumptions derived from our experience in operating this type of business. All costs shown exclude GST.



READY TO TAKE THE NEXT STEP?

Book a call
admin@smbaccounting.com.au



Empowering Small Businesses, One Balance Sheet at a Time

Step into the future of accounting with SMB, where we're redefining how small and medium businesses make bank. Become part of the move to make high-quality, tech-powered accounting accessible like never before.

BE PART OF THE CHANGE—JOIN SMB ACCOUNTING TODAY!