



Pro Money Management

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Pro Money Management

When it comes to your finances we have the best solutions

A GUIDE TO OUR SERVICES

Welcome to Pro Money Management! Our combined team of professionals has over 100 year's experience in Accounting, Taxation, Business Development, Property Investment, and Self Managed Superannuation Funds. The Qualifications held include CPA membership, and Financial planning qualifications and registrations.

Our specialty is small business, and "investment aware" individual clients, who are looking at the correct structuring of property and equity investments.

Our firm employs a team of staff and associates and allocates a personal support team to each client, in order to assist the director to service you.

Our aim in doing this is to maintain a high level of service to our clients by providing you with a dedicated team of people who will know your affairs intimately.

Our firm's success has been due to the high quality of advice given and to the friendly personal service offered. As a result, almost all of our new clients come to us as a result of enthusiastic referrals from existing clients. And we are always looking for more! If you like what we do for you, please let your friends family and associates know and get them coming to us for their accounting and financial needs as well – and we will reward you for the effort.

WHY USE PRO MONEY MANAGEMENT?

Our name says why you should use us: **Proactive**, **Productive**, **Professional**, **Progressive**, **Prosperity**. Let me explain...

Proactive – We work with you to ensure that your work is completed on time, and that any lodgements with taxation and government authorities are submitted on time. We plan for regular meetings with you to discuss your business and / or financial needs, and plan ahead, rather than react afterwards to past results.

And when we see an opportunity for you to 'get ahead' that we believe is worth telling you about, we do so. If you don't wish to take up the opportunity - that is fine – but what we do is give you the choice to participate – which is far better than not being given the chance in the first place.

Professional – All of our team members are properly qualified to provide the services that we offer. Our external advisers are also expected to provide a high level of service and advice, otherwise we do not refer you to them. The experience and knowledge level is high, and it is expected that everyone in the business and all of our associates keep themselves fully educated on current and future trends.

Productive – We work at our tasks with client service as our focus. We aim not just to 'get the job done', but to provide you with clear concise recommendations and advice to take you to a position further than you are currently achieving in your business, your investments or with your tax return results. And we would rather use 100 words to explain something in a simple to understand way, that use ten words full of jargon that no-one understands.

Progressive – In all of the time that the business has been operating, old style, traditional accounting or thinking has not been part of this business. It never will be in the future either. We utilise technology, current and future trends in accounts management, record keeping,

investment opportunities and business operations. We pass this knowledge on to you in our advice sessions, our reports and recommendations, and through our seminars and newsletters.

Prosperity – This is what we all strive for. And we see this as being far more than the number of dollars you have in the bank. It is all about giving you choices with how your business operates, how much time you have to spend working rather than enjoying life, how your investment strategies are directed towards your current and future needs, and enabling you to have the lifestyle that you want for your family and yourself. After all, the best person to determine what you want from life is you. **And you – just as much as anyone else – deserves to be prosperous.**

Having sufficient money to be able to choose what you do in your life is, quite simply, the ultimate 'goal' for most people. Pretty much everything else revolves around this basic premise.

We aim to provide a total financial service, helping you to get beyond living on your wage on a day to day basis, or having a business that is 'just surviving' each year.

We start with getting a 'total picture' of your financial position, and a list of your financial goals and / or your business needs, and set out a plan to work with you to achieve these aims.

Our vision is to provide our clients with the opportunity to achieve their goals, both financial and otherwise. And our goal is to help over 100 clients to increase their net wealth by over \$1 million in the next ten years – through growing their businesses, their investment portfolios and through sensible financial management.

In working with our clients, we normally have two or more people within the firm working with you. i.e. a client manager and administrative support staff, as well as the director.

In order to do this, you need assistance in the following areas:

Taxation advice and assistance; (including tax variations and audit protection)

Financial Planning and portfolio management;

Assistance with loan finance arrangements to purchase your next investment property, your 'dream home' or to help improve the return from your investments;

Optimising your salary package arrangements;

Setting up the most appropriate structures for your investments, to get the best taxation, asset protection and ongoing management control over your assets;

Assistance in setting up and managing your business or investment portfolio, including Superannuation, GST, capital gains and other day to day matters.

We can assist you in ALL of these areas, not just in one or two of them.

And the people who assist you are qualified to provide the advice that is given to you, with the proper registrations and authorizations to provide the assistance that you require.

For those of you in your own businesses, well we are much more than a bookkeeping service. Many accountants only offer a bookkeeping service because they either lack the expertise, or are too busy with general accounting matters to explore and exploit the latest tax planning arrangements.

Tax laws are changing constantly and unless your accountant has the time to look into, and keep up to date with those changes, you will lose the benefits.

At Pro Money Management we will always endeavour to give the best and latest advice available.

As part of this, we work with you to get the best possible result for you from your tax returns and your business and investment activities.

Sure, many may make the claim, but the ATO's records show that we actually do it.

The Tax office regularly review accountants and examine the level of claims made. We are normally at the top end of the claims made, and refunds obtained. This happens because we work with our clients to ensure that they do what is necessary to get the maximum level of deductions possible in their situation.

References

The best way to tell you about us, is to let our existing clients tell you. We survey our clients on a regular basis, in order to get feedback on what we are doing well, and where we need to improve.

Some of the comments we have received are:

"Easy to do business with";

"I highly recommend you to all my friends and family. It was fantastic to find a firm that takes the time to understand what your job and life entails, and advises accordingly";

"I always feel welcome and a very valued client. The attention and interest in my "tax" etc has been greatly appreciated. It has been a pleasure to do TAX something that not everyone would say."

Let us answer a few general questions that you may have...

WHAT ARE OUR FEES?

The initial consultation for advice is a flat fee of \$250 (plus GST), irrespective of the time it takes for the meeting.

This fee may be credited off any further work you may engage this firm to do within 30 days of the initial appointment.

Our fee for preparing accounts, tax returns etc is charged either on a "Schedule Fee Basis" or prepared on a Time Basis. The nature of the work will determine the basis of the charge.

The director's normal fees are \$250 per hour and the staff are charged out at \$60 to \$170 (plus GST) per hour. More specific information can be found at the end of this introductory paperwork.

We can provide a tailored 'fixed price service' for you, depending on your needs, with a simple, set monthly payment (which is tax deductible). As a guide, depending upon your personal circumstances, a total package of services, including tax returns, audit insurance protection, financial planning and loan advice and assistance, could cost you as little as \$130 per month. For an average business, this would range around \$300 - \$700 per month, depending on the complexity, and level of work required.

Where you are requiring our services on an annual or ad hoc basis to complete your year end accounts and taxation requirements (or for, say bank loan requirements, etc), we will endeavour to give you an estimate of your fees up front (within a range of fees as listed later within this

document) and will require a deposit based on 50% of the minimum estimated fee in order to commence your work.

Our aim is to create a professional, happy and friendly working relationship, which gives us the opportunity to provide you with the best possible service at a reasonable cost.

CURRENT CHARGE OUT RATES (excluding GST)

Management Team Level	\$250.00 P/hour
Senior Client Manager	\$150 \$170.00 p/hour
Client Manager	\$80 - \$100 P/hour
Support Team Members (from)	\$ 60.00 P/hour

BESIDES TAX RETURNS, WHAT OTHER SERVICES DO WE PROVIDE?

We provide an integrated series of ‘solutions’ to most people’s financial and accounting problems. As well as income tax returns for you and your entities, we can help you with the following:

1) Taxation services:

15-15 Variations (getting your tax reduced in each pay, resulting from investment or other deductions);
Tax Planning;
Effective Salary Packaging;
BAS and IAS lodgements;
Fringe Benefits tax returns;
GST, ABN and TFN applications and registrations

2) Accounting Services:

Bookkeeping and data entry of your accounts;
Compliance reporting requirements with ATO, ASIC and other authorities;
Year end and interim financial statements and operating reports;
Ongoing support, discussion and analysis of your business operations;
Cashflow forecasting;
Sale of business documents;

3) Financial Services

Loan and lease financing – for business, investment or personal needs (such as home loans and car leases)
Investment structuring – optimising your investment portfolio

4) Financial Planning and Investment Services:

Personal insurance needs;
Managed investments and financial strategies;
Sourcing of investment properties;
Property development and syndication;
Superannuation and retirement planning.

This list just scratches the surface of what we can assist you with. We have a range of associates in these areas, and we also strive to network our clients with each other, so let us

know what you need in regards to your business or investment needs, and we will do our best to assist you!

HOW DO WE CHARGE?

As Accountants and financial advisors, we are essentially selling advice. This advice is generated by many years of study and research, and the development of information systems and processes, so that you can get the information that you need, in the shortest possible time, with a minimum amount of time and effort on your part.

This advice has an inherent value to you that is worth more than the time it would take for you to undertake the research and study yourself, or to prepare the relevant paperwork in your own time.

In essence, you are paying for the information we give you, using the time that we take in giving you this information, to save you time and money. After all, if you did not think our advice was valuable, you would not be calling us!

Wherever possible, we work to a fixed price agreement, whereby the investment you make for the work we do is identified up front. This may not always be possible though, especially if the information that we need to work on has not been presented in an organised manner, and we have to spend time chasing up information for / from you.

If you have taken up one of our “fixed price agreements”, then the price for the work within the agreement has been set, and you know the details up front. If there is work beyond the scope of the agreement, then we will discuss the parameters of those services, and invoice for these separately, on completion of the job, or on a monthly basis.

On receipt of your work, we will give you an estimate of the time it will take to complete your work, and an estimate of what you are likely to pay for these services. In order for us to commence your work, we will require a deposit of 25% of the estimated amount. Payment of the balance will be required on signing off of the accounts / completion of your work. We have a number of methods of payment available, including a funding arrangement which may allow you to pay your outstanding fees by way of up to 12 monthly instalments. Speak to us about this facility when we meet to discuss your accounting requirements.

HOW DO YOU ARRANGE AN APPOINTMENT?

Call us on **9682-8966**, or email to info@promoney.com.au, to arrange a time to meet Stuart Smith, our director. The appointment is generally 60 minutes long, which should give sufficient time to go over your requirements, and look at how we can assist you in your planning. Appointment times through the week are regulated, so that you are not rushed, and we have time to undertake all of our work for our clients, so that their needs are not forgotten.

Preceding the appointment, we will send you out a comprehensive needs analysis questionnaire, which will allow us to work on putting together a full report on your requirements, and work on making the plans that need to be put in place for you to achieve your financial goals. The same will go for business operations, whereby we will get a snapshot of your business position, what you see as the challenges within your business, and what you need us to work on. From there we put together a plan to work with you in these areas, in order to help you achieve your business goals.

WHAT ARE OUR TRADING TERMS?

For Individual tax return preparation, or financial advice sessions, we ask for payment at the end of the appointment. See our indicative price list below for a guide as to our fees.

For our Service Agreement based clients, payment will be monthly on the first of each month, via credit card or direct debit.

For year end or larger accounting jobs (i.e. something that will not be completed within one appointment or session), we will ask you for a deposit based on 25% of the estimated fee, with the balance due when the accounts are signed off. We can arrange for a funding arrangement where this is required.

If accounts are overdue beyond 30 days, we will be charging interest on the outstanding accounts at the rate of 15% p.a. from the date of the invoice. As you can imagine, our bank does not give us a free overdraft, and it costs us to chase accounts, when we would rather be working on making you money!

WHY IS A CLIENT MANAGER PREPARING YOUR TAX RETURN?

It's more economical for you. It's silly to use a surgeon to stitch a minor cut when a G.P can do it at a much lower cost. The surgeon cannot do it any better than a G.P. It's an over kill to have a surgeon do it.

Our client managers are doing this daily and when you do something daily one becomes very quick and efficient.

All of our client managers have Post Secondary Qualifications, and some are CPA's (or CPA's in training). They undergo over 60 hours per annum of CPE (Continuous Professional Education).

THE SOFTWARE SALESMAN SAID THAT THE ACCOUNTING SOFTWARE SHOULD REDUCE MY ACCOUNTING COSTS BUT IT'S ACTUALLY DOUBLED!

Basically garbage in, garbage out. It takes much longer to sort out garbage. The most frustrating thing (and every Accountant says the same thing) is when a client gives you a years computer printouts or a data disk (after spending hours getting it to this stage) and we have to spend hours and hours sorting out "the mess". Efficient computerisation of your accounts depends solely on the operator. If the operator is properly trained then it will definitely reduce time. However if the operator does not have a good understanding of the software or of bookkeeping, then it takes a lot more time and we need to use a more qualified client manager (at a higher cost) to try and sort out the mess. If the operator is not well trained then it's much more cost effective to use a simple manual cashbook system (or simply supply cheque butts, invoices, receipts & bank statements). We can use a more junior team member to process it at a lower charge out rate saving you time and money overall.

We can assist you with training on computerised cashbook systems, or in helping you find a bookkeeper that is suitable for your needs, or we can assist you with setting up suitable systems that enable you to manage your accounts, as you require. It is up to you.

Better still, we can work with you to get a system up and running today that will allow you to keep in full control of your accounts, and reduce the possibility of mistakes – and costly error correction – in the future. We have access to on line real time systems that can work very well for small business and investors that allow you to have TOTAL control of your accounts at all times. Just ask us!

I HAVE A 'QUICK TAX QUESTION' - CAN YOU GIVE ME AN ANSWER OVER THE PHONE (FOR FREE OF COURSE)?

In the past we have provided this type of 'quick question' service...but it is getting harder to continue to provide this. Changes to legislation around the provision of taxation and financial advice (which are meant to provide you with substantial 'consumer protection' in the event that the advice is incorrect or incorrectly implemented) , and the demands of Professional Indemnity insurance providers means that, even for a '5 minute advice' situation, we are required to take note of the question, the advice given and the basis for the advice. As a result of course, there is no such thing as a '5 minute question' anymore! – and hence we need to take this into account when we prepare the response to you, and seek payment for the service. This will be explained to you at the time that we received your telephone or email request and will agree a position with you before the advice is given. And our telephone response will always be followed up with a written confirmation as well, so we are both clear as to the discussion, the advice, and what needs to be undertaken.

THANK YOU

We would like to take this opportunity to thank you for giving us the opportunity to manage your accounting and financial affairs. We can assure you that we are managing our business in order to give you the absolute best that this profession can offer.

We assure you that we will provide you with the kind of services that have existing clients coming to us with comments like: *"the team of people at Pro Money Management are beyond doubt the best group of professionals I have had association with"*.

We appreciate the confidence you have shown in our team and we will strive to continually improve that level of service by following our motto of "Continuous Development and providing you with peace of mind that we handle your affairs as if they were our own".

PRO MONEY MANAGEMENT PTY LTD PRICE LIST

Below is a schedule of indicative prices based on standard charge-out rates (GST inclusive) (applicable 1/7/2010)

INDIVIDUAL RETURNS	
Individual Returns – basic return (group certificates, work deductions, minimal investment items)	From \$250.00
Business income schedule	\$100.00 - \$200.00
Rental Property schedules (per property – costs shared if property is jointly owned)	\$77.00
Managed fund statements (as per rental schedule above)	\$22.00
Capital gains – properties (as above)	\$66.00
Capital gains – shares – per sale (including dividend reinvestment calculations)	\$11.00
Family tax and baby bonus schedules	\$44.00
Tax audit insurance (per person)	\$110.00 / \$165 per couple Business rates also apply
Fee from refund charge (bank fees re trust account processing of tax refund)	\$16.50
BUSINESS / COMPANIES / DISCRETIONARY TRUSTS ACCOUNTS & INCOME TAX RETURN	
Small business (turnover < \$300,000) Single business entity (company or sole trader) Income paid to business owner and spouse / partner. Year end reconciliation of Bas lodgements, financial accounts, and tax returns, including personal tax returns)	\$2,600 - \$5,000
Small company with a few employees. (Turnover \$300K - \$1.0 million) Accounts either by cashbook or on MYOB, QuickBooks or spreadsheet. Quarterly accounts & Bas preparation. Year end accounts and tax returns, audit insurance and annual upgrade of accounting software	\$3,600 – \$8,000
Medium - Large Company or group of entities (Turnover \$1 Million +) with a reasonable number of employees, computer accounts Involves monthly and / or quarterly and interim accounts. Quarterly review of accounts with client manager, and budgeting and planning sessions	\$5,000 +
DISCRETIONARY AND UNIT TRUSTS – ACCOUNTS & INCOME TAX RETURNS	
Minimum fee	from \$500
SUPERANNUATION FUNDS (self managed) – ACCOUNTS & INCOME TAX RETURNS	
Simple fund – rental property and / or small managed fund portfolio	\$1,000 - \$2,000
Shares and managed fund investments	\$1,000 – \$4,000
Additional Fee charged by ATO for super fund lodgements	\$150 pa
Audit of Super fund (as required by ASIC) – as charged by independent accountant	\$350+
OTHER ACCOUNTING SERVICES (where not included within a fixed price arrangement)	
Business Activity Statements (BAS) Minimum fee for electronic lodgement	\$150 + (based on time spent on preparation)
BAS / IAS / GST – review of accounts and preparation of return per quarter. With summary financial results for the period.	\$250 – \$550
BAS / IAS / GST - prepared by client but annual reconciliation required by Pro Money Management	From \$350
Worker's Compensation Reconciliation / review of rateable remuneration	From \$150
Fringe Benefits Tax Return	From \$395
ABN Registration	From \$75
15-15 Variation submission	From \$250 per return
Salary Packaging proposals for employers / employees	From \$250 per employee
Duplicate copies of tax returns (for finance or other purposes)	\$60 per return
Referral Fee. Refer your friends, family or associates to us for work and get a fee rebate!	\$10 to \$150 depending on type of client paid back to you.



Pro Money Management



"PEACE OF MIND" GUARANTEE

In consideration of the trust that you have shown towards our team by asking us to prepare your Income Tax Return, we feel that you deserve the finest possible service and the greatest loyalty in this most important task.

WE GUARANTEE TO DO THE FOLLOWING:

1. Prepare your income tax return in the most efficient manner possible giving you "Peace of Mind" by handling all matters and inquiries from the Tax Department on your behalf.
2. Keep you informed of the progress of the preparation of your tax return and ensure that every legal allowable deduction is claimed to achieve the maximum possible refund and the minimum amount of tax payable.
3. Provide all of our professional and friendly team a minimum of 60 hours per annum of CPE (Continuing Professional Education) outside of their normal working hours. You are assured that they are exceptionally well trained to look after all your needs.
4. Take all reasonable care. In the unlikely event that an error is made by our firm, we will honour all penalties pertaining to that error.
5. Utilise an extensive and thorough checklist upon completing your financial accounts and income tax returns. This Quality Assurance program ensures first class results.
6. Answer any tax related question, and resolve any accounting problem.
7. Act on any complaint within 48 hours. If you are dissatisfied with our service for ANY reason then you should contact your Client Manager immediately. If your complaint is fair and reasonable and is not acted upon within 48 hours and / or the situation rectified within a reasonable time we will refund the full fee paid by you.
8. Provide you with a Client Manager that meets your requirements. Should you prefer someone other than the person allocated, or have a concern that you cannot discuss with your Client Manager, please contact the Partner and we will do our best to accommodate your needs.
9. Promise to treat you with respect and listen and care for your concerns.
10. Always be truthful and honest in our dealings with you.

**OUR TEAM'S COMMITMENT TO YOU IS THAT WE LOOK AFTER YOUR
FINANCIAL ACCOUNTS AND TAX RETURN AS IF IT WERE OUR OWN.**

DIRECTOR

SECTION 2: BUSINESS CLIENTS

- 1. Name(s) of your business(es)
- 2. Do you have a business plan? YES / NO
- 3. What are your key frustrations in business?

- 4. Do you prepare accounts: Monthly Quarterly Yearly (please circle)
- 5. Are your accounts on computer?
If yes, what software package (and version if known?) YES / NO
- 6. Do you monitor Key Performance Indicators? YES / NO

SECTION 3: RELATED ENTITIES:

Please name any related entities included in your structure:

Individuals (names and dates of birth please)

Spouse: _____

Child 1: _____

Child 2: _____

Other: _____

Company / Business entities: (Names and A.B.N. / A.C.N. please)

Trust: _____

Super Fund: _____

Other: _____
