



2021 Canada Franchise Prospectus

Your own accounting business with
TaxAssist Accountants



www.taxassistfranchise.ca



Our
mission

By delivering unrivalled tax, accounting and business advisory services, we aim to become the trusted advisor and first-choice provider for small business.

To dedicate ourselves to help our franchisees to build a successful, profitable and recession-proof 'one-stop-shop' business.



Disclaimer: This prospectus is for information purposes only. We make every effort to ensure that the information is accurate and up-to-date, however all figures, quantities, amounts given as examples are approximate and for demonstration purposes only. The success of the franchise depends on the activity of the franchisee.

TaxAssist franchise internationally and our Master Franchisee is QX Franchising Ltd t/a TaxAssist Accountants (TaxAssist Canada). Any reference in this prospectus to 'us' or 'we', unless the context clearly requires otherwise, is a reference to TaxAssist Canada who is the entity that issues this prospectus.

Step out from the crowd!

TaxAssist Accountants has been empowering professionals to achieve their goal of running their own businesses since 1995.

TaxAssist Accountants is a successful network of accountants focused on the small business market. We provide the opportunity for accounting and finance professionals to develop their own profitable accounting business and build an asset for their future.

Now a global brand, we were founded in 1995 by a group of dedicated professionals based on a concept that was and still is fundamentally simple: **to bring first class professional services to small businesses** (i.e. sole proprietors, trusts, partnerships or companies with a turnover of less than \$4million).

Through innovation and franchising, we knew we could deliver superior services to clients and maximize growth potential for our franchisees. Franchising helps to minimize the risks and pitfalls usually associated with business start-ups by providing specific guidance for franchisees new to the business.

In a world of sometimes impersonal online services, and observing how some of the best financial institutions have effectively

transitioned from closed inward-looking surroundings to a welcoming customer-focused atmosphere, a large percentage of our global network is now operating successfully from storefronts.

As a consequence, brand awareness is growing, and their traditional fee base is complemented by clients attracted by the friendly, professional and unthreatening environment. As the number of self-employed and small businesses grow, this simple doctrine has proved invaluable. With this in mind we are continuing to attract and recruit high-quality franchisees.

With locations across the UK, Ireland, Australia, and the US, our global network now comprises:

- 268 franchised areas with 430 stores and offices
- Supporting more than 83,000 small businesses and self-employed individuals
- With annual billings in excess of CA\$99.2m.

Our concept

We have developed an innovative business model that allows us to focus on a lucrative market of potential clients.

Whether you come from a business, financial services, or an accounting background, we have an opportunity for you to become a TaxAssist Accountants franchisee.

The TaxAssist Accountants model is fundamentally simple; to focus on the supply of professional accounting, taxation, advisory and associated services to small businesses.

Our definition of small business is a company with a turnover of up to CA\$4 million. This includes self-employed, sole proprietors, partnerships, companies, as well as employed individuals. Our storefront strategy is based on making our services more accessible to the client base and to aid in the development of brand awareness.

The small business sector has traditionally been ignored by larger accountants, and poorly serviced by smaller practices. Establishing a unique network that focuses solely on smaller businesses, we are targeting a market that has a need for our services. Operating from storefront premises, these locations make us more accessible.


We pride ourselves on being at the forefront of technology, implementing innovative software applications to enable us to provide more advisory and value-added services. Our concept, along with the numerous awards that we have received, demonstrates that we are highly regarded as both an accounting network and a leading franchisor in the industry.



A franchise owned by its franchisees

As a company, The TaxAssist Direct Group Ltd is 100% a franchisor; with no company-owned outlets or clients of our own. We are in fact a franchise that is partly owned by its franchisees and new franchisees have the opportunity to not only join a successful franchise network, but also to buy a stake in the business.

Our shareholders are as follows: Executive Directors 47%, franchisees 43% and known partners/staff 10%. Data is correct as of January 5, 2021.

A man with dark hair, wearing a blue suit jacket over a white shirt, stands in front of a glass door. The door has a sign that reads "Opening Hours" in yellow, followed by "Monday to Friday" and "9am - 5pm" in white. Below that, there is some partially visible text in yellow: "...es available" and "ment". The man is smiling slightly and has his hands in his pockets.

“I was looking to work for myself using skills I had built up over my working career, but wanted the advantage of the support that a franchise offers. The vast reputation and success of TaxAssist gave me all the confidence I needed to join the network. My wife and I work together in our practice and I haven’t looked back!”

Kam Sira | Watford, Barnet & Borehamwood, UK

Our international development

The TaxAssist Accountants story so far...

Having originated in the UK, the international expansion of TaxAssist Accountants began in 2009. Since then, we have steadily expanded the TaxAssist international franchise network, utilizing knowledge and experience built up over the 25 years that the franchise in the UK has been operating.

Ireland

In February 2009, TaxAssist awarded its first Master Franchise License to the Republic of Ireland (ROI). The Master Franchise Rights were awarded to an established accounting practice (principals being Certified Public Accountants) that was already successful in its own right, but wanted to grow nationally and saw the value in the TaxAssist brand, experience and support.

In 2017, the original Master Franchisee retired, and the rights were acquired by The TaxAssist Direct Group Ltd. TaxAssist Accountants Ireland is now operated by Managing Director Alison McGinley who retained a 21% shareholding, backed up by the Irish Support Centre team and the UK Support Centre team in Norwich, UK. As of February 2021, the network has successfully grown to 18 franchised areas, who service over 5,500 clients with annual billings of €5.5million.

Managing Director – Alison McGinley



Prior to joining TaxAssist Accountants in 2010, Alison held positions at Google and at an ad agency in Dublin. During this time Alison worked with a wide range of clients both in the UK and Ireland developing and implementing their marketing strategies. Alison is responsible for all practice management and business development strategies, recruitment, marketing strategy, brand development, storefronts and ongoing network support.

Alison is a graduate of Trinity College Dublin where she specialized in marketing and French. In 2015, Alison was announced as 'Irish Franchising Woman of the year' at the 20th Anniversary of the Irish Franchise Awards. The awards recognize excellence in franchising and reward outstanding achievements of businesses and individuals in the franchise industry.

Australia

In 2015, business partners Terry Murphy and Celeste Godwin, acquired the Master Franchise license for Queensland, New South Wales, ACT and Victoria. For personal reasons, in November 2020 Terry and Celeste relinquished their Master Franchise rights and

Mandy Sigaloff has been appointed Managing Director for Australia.

Managing Director – Mandy Sigaloff DTTF MAICD



Mandy's background is in marketing, advertising and media, having worked in magazines, radio and TV, in both the UK and Australia, before moving into digital media. She launched 'OSOYOU' for Bright Station Ventures in London, which became part of the biggest online fashion network in Europe, before moving to Sydney in 2009. The following year, Mandy launched an affiliate fashion aggregation website and was listed as 'Business Woman Of The Year' in 2012 by online publication Dynamic Business.

Mandy served as an Independent Director of NZX and AZX-listed company Trilogy International Ltd from 2013 to April 2018, when it was acquired by CITIC Capital for NZ\$240 million. She has run an advertising and marketing agency representing UK and Australia clients including Marks and Spencer, Charles Tywhitt, Cotton Traders, BIBO Water and Industrial Hearing Services and is an e-commerce consultant, and trainer in marketing and digital media. Mandy is also a board member of 'Heads Over Heals', which supports Australian female entrepreneurs through game changing connections.

The Australian network has now grown to 6 franchised areas operating from 8 stores and offices.

Karl Sandall, Phil Sullivan and John Chambers are the three other Directors of TaxAssist Direct Australia Pty Ltd, and their profiles can be read on pages 46-48.

USA

After years of careful research and planning, in 2020, The TaxAssist Direct Group completed the formation of TaxAssist Direct USA Inc., which had been the corporation's long-term aim, with our successful franchise model offering massive potential. The shareholders are The TaxAssist Direct Group Ltd (85%), Hal and Jamie Gross (7.5%) and Mike and Penny Melling (7.5%).

President – Hal Gross, CPA



With a strong corporate and financial background, Hal saw the opportunity TaxAssist Accountants would offer to develop and grow accounting services for small businesses in the US and, as President, Hal's role is to launch, build and mature the TaxAssist Accountants brand across the US through the Area Representative model.

Hal is a CPA with extensive experience in risk, audit and regulatory leadership roles at major global financial institutions. Hal held operational risk and regulatory leadership roles at UBS' Investment Bank. At Citi, Hal also held senior positions in the Corporate and Investment Banking operational risk teams. Previously, he headed Credit Suisse's Americas Operational Risk team and led audit teams at American Express, and Lehman Brothers. Hal started his career in public accounting at Main Hurdman (KPMG) with clients in financial services, consumer goods and manufacturing. Hal has extensive experience building and transforming best-in-class risk and audit functions and designing and implementing risk, audit and analytics frameworks.

Director – Mike Melling



Mike has had a 35-year career as a senior financial services executive in the UK, USA and Asia for American Express, GE Capital and Marsh & McLennan including board-level roles for subsidiary companies. He also served as UK President for operational consultancy Alexander Proudfoot Company serving large and mid-capitalization businesses.

Mike is also an established franchisee in the UK, having purchased a large single location practice resale for £1m in 2012 followed by a further resale purchase in 2015. He has successfully deployed best practices and invested in colleague development, technology and client acquisition. The 20-person team he has developed now serve nearly 2,000 small businesses, Directors and individual clients from seven TaxAssist Accountants stores and offices in Buckinghamshire and Hertfordshire, with further expansion planned.

As a Director of TaxAssist Direct USA Inc., Mike's role will be driving franchise recruitment of Area Representatives and franchisees across the US, utilizing his many years' experience in running global operations and businesses in the corporate world and having successfully transitioned to owning and growing a highly successful, multi-site TaxAssist Accountants business.

Karl Sandall, Phil Sullivan and John Chambers are the three other Directors of TaxAssist Direct USA Inc.

Canada

In November 2020, TaxAssist awarded the Master Franchise rights for the whole of Canada to leading business process outsourcing company QX Global Group.

The Master Franchise rights will cover the provinces of Ontario, Quebec, British Columbia, Alberta, Saskatchewan and Manitoba, with the operation headed up by Niraj Mehta, Senior Vice President of Business Operations at QX Global Group.

SVP, Business Operations – Niraj Mehta ACA, LLB, EGMP IIMB, LSS Green Belt



Niraj is a qualified Chartered Accountant with 20 years of experience spanning various roles in professional service organisations, including 13 years in KPMG.

Backed by his experience of serving clients across taxation, auditing, and financial services domains for the UK, US and India, he excels in assessing and implementing business transformation initiatives and advising professionals on how to deploy them effectively.

A certified Six Sigma Green Belt Champion and EGMP certified professional from the prestigious IIM-B, he has actively involved in leading strategic initiatives, driving change management programs, and optimizing operations.

Our marketplace

Every small business needs to have year-end financial statements prepared in one form or another, for taxation and other purposes.

At TaxAssist Accountants, we understand our market. Very few business people have the knowledge or inclination to prepare their own financial statements, hence the ever-increasing demand for accounting services.

The accounting market is dominated by four accounting firms, PriceWaterhouseCoopers, Deloitte & Touché, KPMG and Ernst & Young – all of which are global organizations. These firms audit almost all of the majority of the top 350 corporations. Beyond the 'big four' there are many mid-tier and smaller firms.

For franchisees the market is small business. In Canada, a small business is defined by the Government as those with typically no more than 99 paid employees. The Key Small Business Statistics 2020 Report by the Innovation, Science and Economic Development Canada Small Business Branch revealed the following in 2019:

1.2 million small businesses in Canada.

97.9% of all businesses are small businesses in Canada.

8.4 million people employed are in small business.

68.8% of all Canadian employees work in small businesses.

As the TaxAssist Accountants business model is to provide professional tax, accounting and advisory services to small businesses, we aren't reliant on seasonality to drive income. Our franchisees work on a fixed fee basis with clients paying by direct debit with accounting and advisory needs all year round. As well as giving you and franchisees sustainable year-round income this also helps with franchisees' staff retention, as they're not reliant on contractors during tax return season.

In addition to the small business market, while TaxAssist Accountants will be promoted as a full-service tax, accounting and advisory practice for small businesses, franchisees will benefit from the significant personal tax return market. The target market for TaxAssist Accountants in Canada is significant and it gives us a unique opportunity through our global network to provide services to a traditionally under-served market.

**TaxAssist
Accountants**
01384 913888

TaxAssist Accountants
The Accountancy and Tax Service for Small Business

www.taxassist.co.uk/kingswinford

- Business Assessments
- Bookkeeping and VAT
- Payroll and HR
- Company Formations
- Business Plans
- Help with Finance Raising
- Business Start-ups

Opening Hours

Monday - Friday
9am to 5pm
Other times
by appointment

TAX & ACCOUNTANCY
TAX RETURN SERVICES
Call in today
TaxAssist Accountants
01384 913888

**FREE
CONSULTATION**

TAX & ACCOUNTANCY
**NEED AN
ACCOUNTANT?**

Call in today
TaxAssist Accountants
01384 913 888

TaxAssist Accountants
"The Small Business Champions"

Please call in to discuss all
your business needs.

Kingswinford Store, UK

The accounting industry

There is no escaping the fact that the accounting world is undergoing some of the biggest changes it has seen in decades.

TaxAssist Accountants prides itself on being at the forefront of the changes facing the accounting industry, leading the way to ensure our accounting individuals and practices are the first choice for small business services and dedicating ourselves to help our accountants build a successful, profitable and recession-proof ‘one stop shop’ business.

With a network of more than 430 highly visible storefronts and offices across the UK, Ireland and Australia, everything is client-driven and our accountants are ideally placed to take advantage of the opportunities that change is bringing.

Accounting in the cloud

Cloud-based accounting software has revolutionized the way accountants operate and interact with their clients. To stay one step ahead of the competition, and to be at the cutting edge of new technology, you need to be able to offer a service that attracts and retains every kind of small business client.

At TaxAssist Accountants, we continually research, evaluate and recommend the best software to suit the needs of our network and its clients. This is an ever-changing arena we monitor closely to ensure we offer first-class training and support to our accountants and their staff with the advent of each new development. The implementation of leading cloud-based technology has enabled our network to develop even stronger relationships with their clients.

Client advisory services

Not surprisingly, the nature of client advisory services is evolving to take technological changes into account. This means our industry needs to be adding new services to their practice portfolio not only to stand out from the crowd, but because clients now expect their accountant to offer an enhanced service, including business support and advice.

As advisors we need to be more than good accountants. We work alongside our clients, building relationships, helping them to better understand their business and supporting their informed decisions. Advisory is not about selling dashboards, forecasts or apps – apps don't provide advice, we do!

At TaxAssist Accountants we care about the success of our clients' businesses and our current client advisory services include tax advice, bookkeeping and management accounts, cashflow and profitability analysis, additional service providers and supporting our clients to achieve their goals. Our reviews on Google and Facebook across the UK, Ireland and Australia reflect this, with feedback received from clients on a daily basis.

The franchise industry

We know that franchising is the most successful way of starting a business, but don't just take our word for it.

Franchising is a successful method of business expansion and the industry itself continues to grow worldwide. It is seen as a safer way to start up a new business.

Having proven that the concept can be successfully replicated in the UK, Ireland and Australia and that ongoing training and consultancy support can be given to overseas operations, TaxAssist is in a position to be able to offer its franchise rights to territories across Canada.

While there are many differences between the UK and the target countries, both cultural and legal, there is one constant – every country has a high number of small businesses and self-employed individuals that must pay tax and need professional accounting services.

The TaxAssist branding, marketing, training, support functions and storefront concepts lend themselves to international franchising. As one of the UK's leading franchisors, TaxAssist can demonstrate its ability to recruit and support international franchisees and the strength of the business model.

The Canadian Franchise Association's 2018 Accomplishments Report revealed:

- The Canadian franchise industry generates **\$96 billion** every year.
- There are an estimated **1,300+** franchise brands operating in Canada.
- There are over **75,000** franchise units across the country.
- Over **1.8 million** Canadians are directly or indirectly employed by the franchise industry.

Canadian Franchise Association

The Canadian Franchise Association (CFA) has been advancing and supporting the franchise community since 1967. The CFA advocates on issues that impact the industry on behalf of more than 700 corporate members and over 40,000 franchisees from many of Canada's best-known and emerging franchise brands. Beyond its role as the voice of the franchise industry, the CFA strengthens and develops franchising by delivering best-practice education and creating rewarding connections between Canadians and Canadian franchise opportunities.

TaxAssist Accountants is a member of the CFA and fully endorse their code of ethics and operate in accordance with them.



Multi award-winning franchise

We know that franchising is the most successful way of starting a business, but don't just take our word for it.

TaxAssist Accountants has an enviable reputation in the franchise industry and we have won many awards for the support we provide to franchisees. We have been Gold, Silver and Bronze winners of the British Franchise Association/HSBC Franchisor of the Year Awards and Finalists for the 2020 Franchisor of the Year Award.

In 2020, the TaxAssist Accountants UK network completed a Franchisee Satisfaction Survey conducted by independent research agency WorkBuzz.

As a result, we were awarded '**5 star franchisee satisfaction**', one of only four franchisors to have received this for the eighth year in a row.

Elite Franchise Magazine publish an annual **Top 100 rankings**, with TaxAssist Accountants coming in the top 15 for the last two years.

2020

- Winner of the UK Franchise Marketing Awards 2020 – Best Franchisee Marketing Support
- Winner of the Best Franchise Awards 'Continuous Improvement' award
- WorkBuzz – 5* Franchisee Satisfaction Award
- Finalist – British Franchise Association (bfa) Franchisor of the Year
- TaxAssist Accountants UK Support Centre awarded 5* employer excellence award from WorkBuzz

2019

- TaxAssist Accountants UK Support Centre awarded 5* employer excellence award from WorkBuzz
- WorkBuzz' – 5* Franchisee Satisfaction Award





“Returning to work after maternity leave, I realized it was very difficult juggling home and work life with the pressures of working overtime and monthly deadlines, and I just thought...

I need to work for myself to have more flexibility and freedom.

I now work closer to home. I open the store 9-5, I rarely have to work overtime and I don't work weekends. It's so much easier to juggle home and work life. I'm having so much more time now with my family. Taking on this franchise has just worked for me.”

Cheryl Hopkins
Nuneaton, Warwickshire
& Tamworth, UK

Who do we look for?

Do you have a strong commercial and/or financial background? If so, the TaxAssist Accountants franchise model may appeal to you...

Our business model will appeal to CPA-qualified accountants working in industry, full-time tax preparers looking to scale up their business, individuals with a strong financial services or banking background, as well as those that already own an accounting or tax practice they wish to develop as part of a global brand.

We are looking for people who are capable of setting themselves up in business, but see the value in the brand, training, support and systems that investing in a franchise with TaxAssist Accountants brings.

We are very selective to whom we award a franchise. Franchisees who are not qualified accountants will come from senior management positions, within the banking/financial services sector, or finance related roles within industry and have an ability to show financial acumen, with the drive and enthusiasm to grow an accounting practice.

To successfully operate a TaxAssist Accountants franchise, you will need to demonstrate high levels of:

- Commercial awareness
- Business acumen
- Energy
- Motivation
- Communication skills
- Discipline to follow a proven, successful business model

Like running your own business, running a franchise requires hard work and commitment. We provide the proven systems, the business model and the experience to run the business well, but the model also relies on you to make it work by introducing your own personality, energy and initiative.

All franchisees, if not a Canadian citizen, will need to provide evidence that they have the right to work in Canada for the duration of the Franchise Agreement.

Services you can provide if non-CPA

CPA members joining us will be able to offer from their practice the full range of professional accounting, tax, assurance and advisory services that TaxAssist Accountants provides to Canadian small business owners. Individuals that join us who are not members of their provincial CPA body are required to limit the services they can provide within their practice to bookkeeping, tax and the range of advisory services, but not directly provide assurance engagement services (including review engagements) or any other services that fall under CPA Ontario's definition of a public accounting practice.

What can you achieve?

By following the business model and taking a proactive approach to marketing in your territory, you should be attracting clients at a considerable rate.

Client acquisition will be facilitated by your storefront presence, your marketing and our national marketing activity. Networking activity will also contribute to help you grow your revenue.

The store provides the business with a professional appearance where clients will 'walk-in' and also gives you the opportunity to encourage referrals. The visibility of the store combined with your passion for your business, enthusiasm for providing high quality service and hard work to drive the business forward will be the key to your success.

Franchisees following the model should be operating on the 1/3 split where 1/3 of the fee income covers your accounting production staff, another 1/3 covers the other business operating costs and the final 1/3 is pre-tax profit. Franchisees embracing efficiencies can increase profitability to 40%.

As well as the profits that you should earn while you are a franchisee, you are continuing to build an asset for yourself with a strong sales value. The clients you engage belong to you and are yours to sell when the time is right for you to exit TaxAssist Accountants. A well-run accounting practice generally has more buyers than sellers and the TaxAssist Accountants brand is proven in the UK, Ireland and Australia to add value – where for example, our franchisees in the UK are achieving multiples of 1.3 times annual billing.

To be a successful TaxAssist Accountants franchisee **requires real effort, enthusiasm and the following of our business model** – we know that this level of success can be achieved and in some cases, exceeded.

UK franchisee case study

A featured case study from one of our franchisees.

Lloyd Evans Wolverhampton, Kingswinford and Halesowen, UK

What made you decide to join TaxAssist Accountants?

I qualified as a Chartered Accountant with Ernst & Young in 1990, working primarily within their small business team. As well as gaining valuable experience in practice post-qualification, I subsequently spent more than 20 years in industry working in a number of small businesses across a variety of industry sectors. One of these sectors was franchising with ChipsAway, where I joined as Finance Director in 2006.

I became Chief Executive in 2007 leading them through the acquisition of IPR, from the American originator, and the subsequent sale to a PLC. I was involved in a later buyout which saw the business (along with other franchise brands) being bought into private hands.

In 2012, I moved on following a wish to build a business of my own where I had the majority stake. I was looking for something where I could use my skills and experience gained over many years. I knew the benefits of being involved with a quality franchise, so I turned to that sector for my inspiration.

I looked at a variety of businesses within franchising but none of them gave me that spark until I looked at TaxAssist Accountants. I felt I could use my experience gained from



working within a professional accounting practice, and I very much enjoyed the buzz associated with helping small businesses. Additionally, I felt I could provide added value to my clients through my experience of being involved with, and running small businesses.

In addition, I knew of the high reputation of the management team, the strength of the brand and business model. This was supported by many awards, gained from both within and outside the franchise industry. I carried out a high level of initial research before committing to a Discovery Day. After meeting the team on that day I was convinced this was the right opportunity for me – that's where the excitement and hard work really started!

continued...

How is the training and support?

The initial six-week training course was intense and helped prepare me for a life back in the accounting practice world. I also met other likeminded people who I got to know and develop a friendship with, which still continues. The initial course was as much about getting to know, and build relationships with the support team in Norwich, UK as it was about the technical and practical aspects of owning and operating a TaxAssist Accountants franchise.

Ongoing technical training courses are available across a variety of topics, which help to ensure technical knowledge is enhanced. This is supported by a technical helpdesk.

Marketing support has been excellent with practical guidance being available at the end of a telephone. They were particularly helpful when we were setting up the shop – first class! Since then we have picked their brains a number of times for marketing ideas and guidance.

What have been the highlights of being a TaxAssist Accountants' franchisee?

Working for myself with the challenges, flexibility and excitement that brings. Being part of a team which includes our store team, fellow franchisees and the Support Team.

How are things going? Have you learned from any mistakes?

After training I moved into serviced offices, when it quickly became apparent that I needed some administration support. I employed an Administration Assistant in February 2012 initially on a part-time basis (two days per week). She then progressed very quickly into a full-time role.

I moved into a store in September 2013 and have not looked back since. In October 2015 I expanded my business further by moving into a second area, Wolverhampton, when I purchased my neighbor's business when he was

looking to retire. This acquisition gave me the opportunity to develop the team working with me and used the skills I had gained over many years in business. During the acquisition the Support Team were always on hand to bounce ideas off and to sense check the approach being adopted to ensure fairness on both sides.

Financial and personal targets are being met, and exceeded, however, Rome wasn't built in a day – patient growth is far better and will provide a stronger business going forward! The team continues to grow and develop their skills.

There is much hard work ahead for anyone starting in business and just because you join a franchise that does not mean it is any easier, however, you do not have to re-invent the wheel, and you are part of a team!

What are your development and growth plans for the future?

We aim to continue to develop the business and would look at more stores in the future but the timing and location of each store must be right. We are building an asset for the future while helping to develop the next generation of owners.

Making a difference

Our emphasis is to support small businesses by offering a proactive service that represents real value for money.

TaxAssist Accountants is championing a 'Buy Local' campaign aimed at encouraging consumers and local businesses to come together and support each other.

We feel strongly about supporting local small businesses who need the right levels of assistance. We are advising businesses to manage their cashflow correctly and giving further recession beating tips. Across our global networks, we are also supplying small businesses that have visible premises with window stickers in order to send the message out to the general public.

While we are a network of accountants with national coverage, each TaxAssist Accountant is a small local business in their own right. They only trade with local businesses and are very much a part of the community. The small businesses we have spoken to are really pleased to support this campaign by placing the stickers in their store or office windows.

The 'Buy Local' campaign raises the profile of our franchisees in their local area by adding real meaning to the 'Small Business Champions' tag line that we operate. The campaign provides franchisees a great opportunity to meet independent store owners who are our target market, and gain momentum and support for local press and radio coverage, as there is a serious amount of support for shopping locally.



This campaign is not about TaxAssist Accountants, it's about our clients. However, in promoting this campaign we gain positive profiling as the local accounting practice and enables us to pick up clients on the strength of the goodwill created.

With our focus on 'Buy Local' we are in a position to engage with local businesses. Franchisees benefit from combining local relationships with the small business community with our dedicated franchise support.



TaxAssist Accountants

TaxAssist Accountants -
"The Small Business Champion"

**Carl Whitehead,
TaxAssist Accountants
Loughborough, Long Eaton &
Shepshed, UK**

The franchise package

We breakdown what our franchise package includes, such as license, support, marketing, IT and more...

We are with you throughout your journey offering comprehensive in-house and personalized training, and full technical, marketing and business development support for you and your practice.

Licence

The licence grants the right to trade under the identity of TaxAssist Accountants for the duration of the Franchise Agreement.

Support

The benefits of franchising are that you are a self-employed individual benefiting from an established support infrastructure and a committed brand development strategy. The extent of the support you will receive from TaxAssist Accountants we believe is second to none. This is comprehensive and is comprised of training, marketing and technical helpdesk for accounting, tax, software and human resources. In addition to this, you will benefit from visits from our Support Team, as well as ongoing training to accommodate 'Continuing Professional Development' requirements from the accounting institutes.

The concept of network development and best practice is very important to us and we have a number of arenas where the focus is on the franchisor/franchisee relationship. These include Regional Meetings and an Annual Conference.

These activities across our global network allow franchisees to express themselves and make operational recommendations, and they provide opportunities to further build relationships with the network.

Compare our competitors' offerings closely to our own, both on an initial basis and ongoing, because we feel we have a fully comprehensive offering in Canada.

Training

Our training starts off with a six-week intensive induction training course (including one week's home study). This covers all aspects of the TaxAssist Accountants business model and prepares new franchisees for operating as a TaxAssist accountant with a wide range of accounting, tax, software, sales and marketing topics. It is designed and delivered by a team of qualified accountants and trainers in conjunction with specialist training partners. Through this partnership, we are able to ensure that materials are up to date, directly relevant for our network and of the highest quality.

We pay for all meals and accommodation during the course and ensure you have the opportunity to meet and really get to know the Support Team. These staff members are *your* staff. During the initial six-month period, further shorter training modules are delivered covering corporation issues, tax, payroll, guidance on completing your own accounts, planning tools, human resources and staff

recruitment as, well as further software training. All of the manuals are available online, on our support website once the course has been completed.

Marketing

With TaxAssist Accountants, your business will have the marketing power of a global brand. Our proven lead generation service delivers the right prospects to grow your practice, while your own responsive website and digital marketing campaigns increase your visibility locally. We've made significant investment in our online presence to cater to mobile and tablet device visitors, including fully responsive websites provided by us.

To kick-start your business we provide you with an initial marketing campaign and qualified inbound leads from our lead generation activities. Our key metric in determining the success of our marketing activity is to measure how many 'qualified' leads the website generates and in turn how many of these qualified leads turn into business for our network.

We speak to every potential client and qualify whether there is an opportunity of business before passing that lead to a franchisee, thus sifting out at the beginning those inquiries that will never progress. Without a qualification process, our franchisees would be inundated with leads wasting time that we believe would be better spent on producing fee charging work.

Technical support and helpline

TaxAssist Accountants is a successful business that has a real understanding of the tax, accounting and bookkeeping services needed by small businesses in Canada. The technical support we offer our franchisees is extensive. We offer a technical helpdesk which provides support covering bookkeeping, accounts, tax, payroll and software. In the early days of operation this back-up will be invaluable, and the continuing help and advice will benefit your practice as you take on staff who are also entitled to use their help.

Initial software

We provide a suite of software products as part of the franchise package designed for a modern and efficient accounting practice. This includes practice management, accounts, bookkeeping and tax compliance, as well as planning software. Being part of the TaxAssist Accountants network means that you benefit from our global group discounts which we have agreed with all of our specialist providers. Full training, support, installation and updates are provided on an ongoing basis. The franchise fee covers the first year's payroll software and 3 months' usage of the practice management software suite.

Business acceleration and nurture program

This is a holistic induction and monitoring package that is designed to help you set up parts of your operation prior to the training course. The program also monitors your business development through the first six months and comprises further training at months two, three and six. The follow-up training is a mix of technical, general management and business plan review to track the progress of your business.

Competitor analysis report

Some thorough research into your competitors, their services and more importantly, how they look after their customers, will provide you with valuable information that will help your business become successful. A Competitor Analysis Report will highlight your competitors' strengths and weaknesses. It will also tell you how to use the information to win more customers and keep the ones you've got.

IT equipment and maintenance package

We have a recommended IT partner who supplies a wide range of services and products including hardware solutions which are customized to franchisee needs. As part of the franchise package, a business-quality laptop is provided. This solution has been created to ensure a minimal amount of your time is used on IT, everything is compatible and 'just works' out of the box.

Support Site

A wealth of useful information is contained on our easy to use internal support website. The 'Support Site' forms the blueprint for managing and developing a successful TaxAssist Accountants practice. It is the online operations manual, containing practice management tools, marketing templates, training materials and technical guidance to name but a few features. This website has won three business awards for the way we support our franchisees globally 24/7.

Website and email address

All new franchisees are set up with email and their own website for you to personalize with information about you and your local contact details. We administer and maintain this for you.

Business stationery

A starter pack of stationery is provided, including letterheads, envelopes and business cards, fully personalized with your details. A comprehensive initial starter pack will be provided, including personalized corporate brochures, marketing leaflets, etc.

Franchise package summary

What you receive for your initial investment for a new territory.

	New Territory
License to operate a TaxAssist Accountants franchise business	✓
Exclusive territory	✓
Technical helpline for you and your staff, providing support on accounts, tax and payroll	✓
Starter pack of personalized business stationery including letterheads, envelopes and business cards	✓
Starter pack of promotional material including personalized corporate brochures and marketing materials	✓
Competitor Analysis report	✓
Your own personalized TaxAssist Accountants website and email address	✓
Support in finding suitable premises and branding premises	✓
Ongoing support and advice covering all areas of the franchise	✓
Business accelerator and nurture program	✓
Training Package including an initial 6-week intensive training course and follow up training at months 2, 3 and 6	✓
Operations manuals	✓
5-year Franchise Agreement with the right to renew	✓
Highly informative Support Site access	✓
Comprehensive support and training for you and your staff	✓
Access to a network of preferred suppliers	✓
Selection of relevant course materials and books	✓

	New Territory
All accommodation and meals for your initial training course and follow-up training at months 2, 3 and 6	✓
IT equipment including laptop, docking station, monitor, secure USB drive, keyboard and mouse.	✓
Initial marketing campaign including inbound lead generation	✓
Payroll software for the first year	✓
3 months' free usage of practice management software suite	✓

Irish franchisee case study

A featured case study from one of our franchisees.

Dermot Kane

Camden Street, Dublin

Prior to joining TaxAssist Accountants, Dermot Kane had been working in industry for 13 years as a Finance Director in a plant and machinery company. When the recession hit, he was forced to consider alternative options as his company could no longer afford a dedicated accountant.

“I had always been an employee of a company,” explained Dermot, “and I felt a little nervous about starting on my own as I had a feeling it just wouldn’t work. TaxAssist offered the technical support I needed, but more importantly, knowledge of how to sell in the marketplace. This covers things like store location and design, as well as sourcing me leads to get going. It seemed like a perfect fit.”

Having been made redundant, Dermot used the funds he received to invest into the franchise and open a store on Camden Street in Dublin.

“Certainly, the first two to three years leave you fairly tight on funds, depending on how you started off. I started with no clients, and it takes time to make the business work from this starting point”, said Dermot.

“You need to make sure you go into the franchise well-funded. I understand the banks are supportive of the TaxAssist franchise, which is important as there are times when



some extra capital is required. In fact, my main advice to a new franchisee is to have the finance in place so you can get a storefront and get off to a flying start and not be afraid to recruit someone early, so you can get on with the job of winning business.”

TaxAssist Accountants provides a six-week initial training course for new franchisees, of which Dermot is full of praise. “The training and support I have received, and continue to receive, have been excellent”, he said.

“Courses are run to suit the needs of the franchisees, and picked based on what is being suggested from questions to the Technical Helpdesk. Initially, the training on sales and marketing gave me a real boost in terms of the process involved, and the confidence and tools

to use that process. It was an essential element at the start of my business.

“Day-to-day what I love about being a part of the TaxAssist Accountants network is the way we operate. We are available to our clients; our doors are open. We want to be the friendliest accountants out there, with an approach that makes potential clients happy to do business with us. We want to give the best service possible all of the time, because we are not just representing our own business, but representing and flying the flag for TaxAssist.”

On becoming self-employed, Dermot said:

“Being your own boss – it does give a lot of satisfaction. I find I can be slightly flexible in my hours so I don't need to miss things like the kids' sports matches or shows. There are plenty of hours in the week to get the work done. Knowing that when you put in the work, you get the rewards. That is a great feeling.

Having made a success of his business, Dermot offers this advice to budding franchisees: “If you were to ask me what makes a successful franchisee, I would say: someone who likes to work hard, who relates well with people and wants to do their best for the clients. They should be outgoing and happy to develop a good relationship with staff. There is no harm to have sufficient funds at the start so that life outside of work is not too difficult. A good marketer will be a good franchisee, although that is an area I am not too good at. I have survived without that particular skill, though it is easier to push yourself in that direction. I would also say: listen to the franchisor. They advise well. The service is there for you to use. You are paying for it.

“Looking to the future, I am happy where I am as part of the TaxAssist network. I've been with TaxAssist for six and a half years, and continue to grow every single month. That's 78 months of growth and it feels like a secure business now. Down the road, I may look at opening another store in my area”.

Opening your own storefront

At TaxAssist Accountants, it's all about visibility, accessibility and affordability.

Our Support Team will be able to assist you when considering location, and they can help you source suitable premises within your territory for your store.

When we created the first 'storefront' in the UK, our main intentions were to create a modern, welcoming, branded office with the aim of departing from the look and characteristics of traditional accounting practices. We now have more than 430 stores and offices open all around the UK, Ireland and Australia.

With many years' experience, the Support Team is highly experienced in the TaxAssist Accountants franchise concept. We are in a position to offer advice and guidance on sourcing storefronts and rented offices.

Operating from a rented office can prove less capital-intensive and it also gives you an opportunity to develop your business before moving to a storefront operation. The quality and location of commercial offices are very important. Under these operating conditions, working capital requirements will still be governed by local market trends, and you will still need to budget for rent, marketing and living costs until your revenue stream is established.



Shop refurbishment

We will have preferred suppliers for your storefront layout requirements and they will be briefed on our specific requirements in terms of office layout and equipment. The cost of a refurbishment or storefront renovation will be dependent on the size and condition of the premises.

Staff & HR

Clearly you will not want to run a TaxAssist operation on your own, so you will need to consider the resourcing required. Further guidance on who to look for, and where to find them, will be provided in the practice management section on the support website and on the initial training course.

You will need to think about planning ahead and taking on staff to allow you the free time to build up your client base. You also need to take on the *right* staff and you will need assurances that you have engaged them in accordance with employment law. Along with accredited industry specialists, we will work with you to make this happen.

Industry-leading training

Four TaxAssist Accountants training courses are spread throughout the year, along with ongoing training.

Our comprehensive training keeps you and your staff ahead of the curve. Training and technical support is delivered when you and your team need it to help ensure your business remains the local market leader, operating to the highest professional standards.

The Training Academy provides our initial and ongoing accounting, taxation, practice management, and sales and marketing training. We are confident that we have the best to offer with regard to course material and course tutors and we are delighted to be able to offer this training to franchisees of TaxAssist Accountants.

Our Initial Training Course

There will be due diligence, business plans and possibly funding to undertake before joining TaxAssist Accountants, so do contact us as soon as possible if you are interested in working towards any of these courses. This will give you plenty of time to prepare and us the time to assist you.

The Initial Training Course is delivered over six weeks (the first week being pre-course set up, Microsoft Teams training and, if appropriate, a self study online bookkeeping course). To break it down; one week pre-course set up and administration, three weeks technical training, and two weeks of practical administration, marketing training and business development.



The three weeks technical training will cover all aspects of accounts production and taxation for sole proprietors and partnerships and software training. This training is then followed by one week covering practice management, recruitment, payroll, IT set up, our Support Site and local marketing training. The final week will be dedicated to social media, business development and sales and marketing training.

All new franchisees are required to take an online aptitude test at home before joining the training course, and for those whom we feel it would be beneficial, we will be require them to complete the online self-study bookkeeping course. We anticipate this will take 1-2 days and this time is scheduled into the pre-course set-up and administration week. Those that pass the aptitude test may also request access and complete the course if they wish.

Due to Covid-19, we will be running our Initial Training Courses virtually for the immediate future, and all training and materials have been adapted to online learning.

Getting to know the Support Team

We pay for all accommodation and good quality meals during the residential period of

the training course. We also ensure you meet and get to know the Support Team so that, when you are out in the field, you know who to turn to for help and our support to you will not be faceless.

By the end of the initial six-week period of training you will know how to:

- Market yourself, find and retain your clients
- Competently complete year-end and monthly/quarterly management accounts and tax computations
- Complete tax returns and a wide range of other tax forms
- Operate bookkeeping, tax and payroll software and be able to advise your clients
- Run an efficient store or office and business with the support of IT, marketing and eventually staff

In short, how to run and grow a successful business.

Follow-up training (included in Package)

Additionally, after you have been trading three months you will return to the Support Centre for three days further practice management incorporated businesses training. This will include a Business Development Day to review your progress to date and provide you with additional sales and marketing tools, study company tax and company software, and receive guidance on preparing your own accounts.

There will be three additional training days after you have been operating for six months at the Support Centre, focusing on practice management software, payroll, planning tools and helping you to further build your business with another Business Development Day.

Ongoing training

Our aim is to help keep our franchisees one step ahead. We provide a comprehensive range of ongoing technical and business training courses for you and your staff on a regional basis, which will include:

- Technical updates
- Business development
- Software
- Bookkeeping
- Payroll
- Social media
- Pricing and increasing fees
- Sales conversion

Continuing Professional Development

Qualified accountants and students are required to maintain Continuing Professional Development (CPD) throughout their working life. It is also strongly encouraged for non-qualified accountants, and may well become mandatory in the future. We offer a complete solution to this, using innovative online learning aids and face-to-face courses. This solution enables existing and newly qualified accountants to meet the CPD requirements set by their qualifying institutes, as well as ensuring our entire network meets these same standards.

Australian franchisee case study

A featured case study from one of our franchisees.

Avendra Narayan

Liverpool, Sydney

Tell us a bit about yourself and what you were doing prior to buying a franchise?

I am originally from Fiji and migrated to Australia in March 1990. While in Fiji I obtained a Bachelor of Arts (Accounting) degree from the University of South Pacific and became a member of Fiji Institute of Accountants and Institute of Internal Auditors. In Fiji I was employed by one of the major companies in the country called Carpenters Fiji Limited, where I worked in their Head Office as a Credit Controller, Internal Auditor, Group Management Accountant and then as Financial Controller for their Carptrac and Shipping Divisions.

In Australia, I became a member of CPA and I have worked in Senior Finance Roles for a number of major Australian Companies including Perpetual Trustees, Qantas Airways, Australian Gas Light Company, Novartis Animal Health, GE Panametrics, Energy Australia, Stryker South Pacific and for the last 12 years, I was employed by BHP Billiton as a Reporting Analyst based at West Cliff Mine Site.

What attracted you to franchising versus started starting up on your own or finding employment?

I had a look into various options and I found business format franchises really worked. The



franchise system runs the business and the people in the franchise run the system. The model utilises uniformity and I really like this concept.

The question was, did I want to go into a food franchise such as KFC or into something else? The other big question was the required funding. In the end I decided to go into accounting because of my many years' of experience in business, finance and accounting.

Why did you choose TaxAssist Accountants? What research did you undertake?

I did six months of research into various accounting franchises. TaxAssist Accountants are new to Australia and the biggest attractions were the marketing ideas and the storefront style of operating the business.

How did you raise the finance for funding your franchise?

My last employer BHP Billiton recently had a demerger and the mine site I was based at fell into the new company "South 32". As a result of this restructure and the downturn in the mining industry a lot of us were made redundant. I took the redundancy payment and invested it into TaxAssist Accountants and opened the Liverpool store in March 2016.

What training and support do you receive initially and ongoing from TaxAssist?

The initial training was great and includes technical and marketing expertise. Technical areas covered were the Australian Taxation System, various forms of businesses including sole trader, partnership, company and trusts; Self-Managed Superannuation Funds, Tax Returns, Business Activity Statements, Software and Practice Management. The marketing course has provided me with lots of knowledge and resources, which I am putting into practice. I also have ongoing support from the Support Centre for myself and my staff.

What is a typical day for you as a franchisee?

My day starts at 7.00am when I leave home for my office and finishes at 6.30pm. My days are very interesting because the shop allows us to meet different people every day, so no day is the same.

What are your plans for the future?

Throughout my career I have dealt with a number of small businesses and I understand the issues that confront the business owners. My focus will be to improve the growth of my clients' revenue and business values and I am sure as the growth happens, I will benefit from that growth.

 **TaxAssist Accountants**
The Accountant and Tax Specialist for Small Business
 02 8412 9666

02 8412 9666
www.taxassistcall.com.au/ivc-2000

WELCOME TO OUR LAUNCH

TaxAssist Accountants
The Small Business Champions

Please call in to discuss
all your business needs.

 02 8412 9666

- Business Accounts
- Tax Returns
- Bookkeeping & GST
- Payroll & HR
- Company Formation
- Business Plans
- Business Startups
- Self-Managed Super Funds

TaxAssist Accountants
The Small Business Champions

Software for today's practice

We continually research, evaluate and recommend the best software to suit the needs of our network and its clients.

TaxAssist Accountants is a successful, modern accounting network that works with its clients online, collaborating data in any location and taking advantage of cloud accounting software's many automated and paperless features. We ensure that our franchisees stay one step ahead of the competition, and are at the cutting edge of new technology.

We are currently negotiating on a leading practice management software suite to enable our franchisees to benefit from leading software, while taking advantage of the discounts available for franchisees that wouldn't be available to sole practitioners. More details of our mandated compliance software will be available soon.

Mandated and recommended software



Practice Ignition provides the ability to create digital proposals which you can send electronically to your clients. Your clients can sign the proposals electronically and also ask questions before signing, eliminating the need to print and post engagement letters to clients, and enabling them to sign the proposal significantly quicker. Practice Ignition will also remind the client on your behalf if they haven't signed the proposal after a week.

As part of Practice Ignition, you can process ACH and card payments, enabling you to streamline the process of signing up and setting up payments for clients. Practice Ignition integrates with Online Bookkeeping tools (QuickBooks and Xero) to automatically create the client and associated invoices and the dashboard gives you an overview as to what expected income you have over the coming months. You will also be reminded when engagement letters are due for renewal, ensuring you actively review your client's fees.



Computer Service Centre (CSC) is our ISO27001/9001 certified IT partner who supply a wide range of services and products including hosted desktop and hardware solutions which are personalized to franchisee needs. The hosted desktop provides a local desktop remotely from a server through the internet. It hosts the operating system, applications, data and other system configurations of a physical desktop over a cloud infrastructure.



Microsoft Office 365 comes as standard with the CSC Hosted Desktop – it offers a wide range of applications that can be used within your practice.

Emails – As well as being able to access your emails through your hosted desktop, Office 365 allows you to easily access through an internet browser and/or a mobile device with little or no configuration required.

Skype for Business – Skype for business offers you an alternative way to communicate both within the practice and potentially with you clients. It offers you the ability to send instant message, make calls through voice and video, as well as sharing your screen.

OneDrive – OneDrive is an alternative to Dropbox. It is an online personal storage area that automatically syncs allowing you to access the contents from your hosted desktop, web browser and mobile device. OneDrive allows you to easily share files and folders to allowing them to be collaborated on.

OneNote – An electronic notebook with no paper limitations, it allows you to have organise your notes in sections, sub-sections and pages.

Teams – Often referred to as a chat based workspace, Microsoft Teams pulls together a variety of Microsoft applications into one place giving you the ability to easily collaborate and work together on projects/documents.

Approved software



As the global leader in delivering accounting solutions to accountants worldwide, Intuit QuickBooks is a recommended partner of TaxAssist Accountants. With rapid advances in technology revolutionizing sales, marketing and accounting activities for small businesses, QuickBooks is well-positioned to deliver a modern and comprehensive offering to clients. Franchisees benefit from training and marketing materials.



A recommended partner of TaxAssist Accountants, Xero provides easy-to-use cloud-based accounting software for small businesses and their advisors around the world. Xero connects more than two million subscribers with an ecosystem of over 800 third-party apps and more than 200 connections to banks and financial service providers. The network also benefits from training and marketing materials.



RoboForm alleviates the burdens associated with password management. RoboForm will remember all your passwords and log you into websites automatically so that you can use long, secure passwords for all your websites. RoboForm stores sensitive data all in one place, protected by one master password.

By automating the repeatable functions, and by ensuring we have an easy to use software offering, this enables our franchisees to free up time to work on more value-added services for their new and existing clients.

Our additional services & partners

Benefit from negotiated arrangements with high-quality service providers.

One of the key benefits of joining TaxAssist Accountants is that you benefit from negotiated arrangements with a host of high quality Additional Service providers, to offer a range of services for you and your clients.

In selecting 'Additional Service' providers we follow a considerable due diligence process. It is also not uncommon for members of our network to recommend preferred service providers, and we are always pleased to receive introductions in this way.

Examples of Additional Services providers will include Business Finance, Debt Recovery Services, Independent Financial Advisers, General and Commercial Insurance, Asset and Invoice Financing, Employment and Legal advice.

Specialist services

There will be times when your clients will need assistance with a query in a specialist area such as foreign taxes, inheritance tax – or maybe a complex capital gains tax issue – which would be more time consuming for you to deal with and outside of services covered by the normal engagement letter. It may not be efficient for the helpline to deal with these types of queries and, therefore, for inquiries of a specialist nature we reserve the right to charge a fee for this professional advice, using an internal or external specialist as appropriate, which you will then pass on to your client. You will of course be entitled to charge your clients a premium for this. After all, it is your knowledge and contacts that will have sourced this advice.

Remember the philosophy of TaxAssist Accountants has and always will be to provide a service to small businesses only – i.e. keep it simple.

Franchisee FAQs

A selection of typical frequently asked questions.

Why am I better off investing in a franchise than going it alone?

A mantra often repeated in franchising states that “you are in business for yourself but not by yourself”. Some people have the confidence and experience to establish their own business and operate independently. Many others decide to take advantage of the benefits of joining a franchise such as TaxAssist Accountants, which for the fees that you pay, provide:

- A well-known brand name
- Technical and marketing training and support
- Investment in research and development
- National deals to enable you to grow a more substantial business faster and more efficiently than going it alone
- A proven exit strategy.

Investing in a franchise can give you a big competitive advantage over starting your own business from scratch. The franchisor can fill in any gaps in your skillset and provide business development support and initiatives so you can stay one step ahead of your competition.

It is also worth noting that franchising remains almost the sole business model that enables small businesses to compete effectively against larger businesses.

What financial assistance can I obtain if I need to?

We have relationships with partners to work with franchisees to identify the best funding solution for each applicant and customize the solution to your personal circumstances. The recruitment team can make introductions to our partners for an initial discussion around the options available to you.

Can I talk to some of your existing franchisees?

We would need your résumé and Application Form to assess your suitability before giving names and numbers. We will give you access to the whole global network, after you have attended a Discovery Session, and we would encourage you to speak to at least six franchisees as part of your research.

Do you advise us to obtain independent professional advice before we take out a franchise with you?

Yes – in all cases. Speak to the Canadian Franchise Association, lawyers, accountants, banks, etc. – and do not take on a franchise with us until you feel completely confident about every aspect of the business and ourselves. You should satisfy yourself on all aspects of our franchise before joining us.

On what basis do you choose your franchisees – how selective are you?

We are highly selective because we do not want franchisees to join us who are not going to be successful. We look for ambitious, disciplined and capable people with a positive outlook – and who are happy, pleasant individuals.

Who will be my link with you after I have opened the business? Can I meet some of your staff?

Our Support Team will be constantly in contact with you. The trainers, helpline staff, and senior management team are always available for ongoing assistance. You can meet all these staff before you take on the franchise.

What background do franchisees typically come from?

Franchisees will typically come from three backgrounds:

Industry – CPAs, CA, CFO-level management accountants, who are in their 40s and have children, savings, a mortgage and are business-oriented and used to dealing with change.

Practice – many franchisees join us with practice experience, in their late 20s-30s and can't find a way to progress in their practice, and there is a reluctance to change. They will have entrepreneurial spirit and want to go it alone.

Existing finance professionals – usually from the finance and banking sector who are looking to escape from corporate life and are looking for a better work/life balance. They have a strong desire to be their own boss and enjoy the flexibility this brings.

How much IT knowledge do I need to have?

We will only accept business owners who have a good degree of knowledge and experience in using software applications. This is due to the fact that practice management and the accounting industry is becoming increasingly technology-driven.

How do you allocate an area?

We grant you the ability to operate as a TaxAssist Accountant within an exclusive area defined by postal codes. We obtain our population figures from territory mapping software, Vision. Vision provides access to top level demographic and business figures to help you determine your territory.

What help would I get?

We would give you whatever additional help and assistance we could, including additional training. Because we are monitoring your performance closely and speaking to you regularly, we should spot this at an early date and give you whatever additional assistance you require.

Can you demonstrate your capacity to provide the necessary follow-up services after the business has commenced?

Our Support Centre is based in Toronto and our team has a wide range of skills, along with the 60+ strong Support Team in the UK. We have a continuous relationship with you, giving you adequate backup and support on all technical, marketing, IT and administration matters. You will have regular meetings and conversations with a Director who will be responsible for helping you to ensure you develop your business in the right way.

We will also arrange periodic regional training workshops throughout the year. The function of our Support Centre is to support our franchisees in all areas of their business and to

grow and develop the brand and company. Other franchisees that you will be able to speak to can confirm the level and adequacy of the back-up services.

What services can I provide?

CPA members joining us will be able to offer from their practice the full range of professional accounting, tax, assurance and advisory services that TaxAssist Accountants provides to Canadian small business owners. Individuals that join us who are not members of their provincial CPA body are required to limit the services they can provide within their practice to bookkeeping, tax and the range of advisory services, but not directly provide assurance engagement services (including review engagements) or any other services that fall under CPA Ontario's definition of a public accounting practice.

What fees do I charge?

We give you guidance on the level of fees that you should charge your clients for the various services you provide. This is covered extensively on the training course.

What hours do I need to work, do I spend all my time completing client accounts?

You should be prepared to work normal office hours (typically Monday to Friday inclusive, 9am to 5pm plus an occasional early evening or weekend appointment). You should never spend more than half of your time on client accounting affairs, as you need the balance of your time for marketing and development of your business, staff supervision and office administration.

How do I find my clients?

You will get your clients through a combination of leads generated from inbound calls to the Support Centre, local marketing, national marketing, networking and referrals. We cannot emphasize enough the importance of networking in your local area and the benefits this will bring to your business.

We always recommend that you spend no more than half your time on completing client accounts and the other half of your time networking and meeting people in the business community – to gain introductions and recommendations. Our most successful franchisees in our global network are those that approach this area with confidence and enthusiasm, appointing staff in a timely fashion and focusing on business development. You will obtain some clients from passing trade.

We can advise you how to source business lists to develop your database of potential clients.

What advertising and promotional expenditures do you incur and do we have to contribute to it?

There is a Brand Awareness fund into which you pay at the rate of \$6,000 per annum calculated and payable on a monthly basis., increasing by \$240 per year. This fund is used to promote the brand on a national basis. You are responsible for your own local marketing.

What help will I receive in local advertising and promotion?

On our support website there is a selection of advertisements that you may choose from and for a nominal fee we will ensure that the advertisement is personalized to your specification, with your personal details and sent to your chosen publication on time. It is down to you to invest in local marketing and you will need to budget for this. During the

initial training you will be given guidance on what marketing works and will be given help to complete your own Marketing Plan.

Are there any returns that I need to submit to the Support Centre?

Yes, franchisees must submit a management information (MIN) form to the Support Centre before the 10th of the following month, which gives details of clients acquired and revenue information for the last completed month. In addition, franchisees are required to submit copy tax returns and annual accounts as and when they are completed.

What exclusive rights do you get?

You will be allocated an exclusive marketing territory defined by postal code boundaries and population. No other TaxAssist Accountant can market directly in your area or vice versa. When you and other franchisees carry out local advertising in publications covering more than one franchise area then the normal procedure is to share costs and divide out responses according to the geographical areas covered by you. However, should you receive a genuine recommendation from a potential client outside your exclusive marketing territory then you can act for that person.

I perceive that it will be too expensive to go into storefront premises in my area. Is it absolutely necessary for me to make this move?

Yes, it is! This is the way we will build a strong brand throughout the whole of the Canada. We have franchisees who have managed to find good storefront premises when at first glance there appeared to be nothing remotely suitable. It is location, location, location translated as visibility, accessibility and affordability. This will help you to achieve the growth that we both seek.

How is TaxAssist adapting to the current and future trends in digital technology?

We continually research, evaluate and recommend the best software to suit the needs of our network and its clients. This is an ever-changing arena we monitor closely to ensure we offer first-class training and support to our franchisees and their staff with the advent of each new development. The implementation of leading cloud-based technology has enabled our network to develop even stronger relationships with clients, increase efficiencies and enable them to provide advisory services, especially during the global covid-19 pandemic.

How does TaxAssist Accountants compare to the tax preparation franchises in the market?

The current tax preparation franchises spend the majority of their time preparing personal tax returns, which are seasonal. Our business model provides professional tax, accounting and advisory services to small businesses, so we aren't reliant on seasonality to drive income. Across our UK network for example, direct debits account for almost 75% of franchisee sales, which guarantees income all year round.

What happens if I do not like the business? How can I terminate the contract?

You must fully consider the position before you take on the franchise and we certainly would not take on anybody we thought was not going to be suitable. However, if you do decide at a later date that you have made a mistake and you do want to terminate the agreement then this is possible, subject to fees as quoted in the Franchise Agreement. There is a reduced termination fee of \$15,000 if you decide to leave within the first year. (*Terms and Conditions apply*).

Does this contract permit me to sell my business?

Yes, the client base is a considerable asset built up and owned by you. There are various deferred fees to consider which are laid out in our Franchise Agreement, which you would factor into your selling price. Having assessed the value of your business, you must offer it to us in the first instance.

Assuming we do not purchase your business, so long as there has been no breach of the Franchise Agreement, you will have the opportunity to sell your business at the end of the franchise term, although you do need to give us 12 months to find a new TaxAssist Accountant to take over from you if you wish to sell your franchise. This is to protect the TaxAssist brand name in the area. Hopefully we will find someone to take over your business, but if after 12 months there is still no one lined up to take over from you, then you are free to sell as you wish.

If you dispose of your business to someone who is not going to be a new franchisee of TaxAssist Accountants, we will require a fee to be paid to us as set out in the Franchise Agreement. Should the purchaser wish to continue as a TaxAssist Accountant then, subject to our approval as to their suitability, we would require them to attend formal training just as you did yourself. Certain fees are payable for this arrangement as detailed in the Franchise Agreement.

For how long is the franchise granted and is there a fee payable on renewal?

The term of the Franchise Agreement is five years but this is renewable by you every five years for an administration fee – assuming you have operated the franchise as set out in the Franchise Agreement including meeting your minimum targets. In most cases, we anticipate franchisees will renew the agreement to continue the franchise every five years until

they dispose of it at some future date. We also offer at our discretion a 10-year Franchise Agreement.

What if I already have clients before becoming a TaxAssist Accountant?

We have recruited accountants across our global network who already have a block of clients of their own acquired during the period before they joined us. We have been asked to consider whether some relief can be given against charging our normal rates of Management Service Fees. Our policy for this scenario is subject to a minimum fee base of \$10,000 being involved, we will allow the fees introduced or acquired to be kept in a separate pool and for one year only we will charge a 3% Management Service Fee on these fees. After 12 months these fees will be amalgamated with other fees acquired during the TaxAssist Accountants Franchise term to form one pool and full Management Service Fees will be payable on the total pool of fees.

More frequently asked questions can be found at www.taxassistfranchise.ca. If you have any further questions, please contact Rina Mancini, Commercial Director, 1 888 200 5469 or email recruitment@taxassist.ca

Exit strategies

At TaxAssist Accountants, we have exit strategies for our franchisees.

When you are ready to sell your practice, we can help you realize the value of your asset.

It is prudent to consider an exit strategy before even starting a business venture or a franchise. The technical detail regarding exiting the franchise is covered in the Franchise Agreement, though you may feel encouraged to know that your franchise will be your asset to sell.

So long as there has been no breach of the Franchise Agreement, you will have the opportunity to sell your business at the end of the franchise term, although you do need to give us initially 12 months to find a new TaxAssist Accountant to take over from you, if you wish to sell your franchise. This is to protect the TaxAssist brand name in the area. We will do our best to find someone to buy and take over your business, but if after 12 months there is still no one lined up to take over from you, then you are free to sell as you wish.

On leaving the franchise there are deferred fees to consider. However, so confident are we in our franchise concept and business model that we have introduced a reduced deferred fee in the first year. This fee is \$15,000 rather than the standard figure, as explained in the Franchise Agreement and exists for those franchisees who feel they have made the wrong decision in taking on a franchise.

This fee is subject to terms and conditions.

Tax Assist Accountants



/blacktown

& Taxation

T Returns

ons

annuation

ants
hampions"

5/94 Main St
Blacktown

02 9056 3399

Opening Hours
Monday - Friday
9am to 5pm
Other Times
By Appointment

PUSH



TAX & ACCOUNTING
TAX RETURN SERVICE

Call in to
Tax Assist Accountants
02 9056 3399

Please
your

Blacktown Store, Australia

Meet the Canadian Master Franchise Team



**Niraj Mehta ACA, LLB, EGMP IIMB, LSS Green Belt
(SVP Business Operations)**

Niraj is a qualified Chartered Accountant with 20 years of experience spanning various roles in professional service organisations, including 13 years in KPMG.

Backed by his experience of serving clients across taxation, auditing, and financial services domains for the UK, US and India, he excels in assessing and implementing business transformation initiatives and advising professionals on how to deploy them effectively.

A certified Six Sigma Green Belt Champion and EGMP certified professional from the prestigious IIM-B, he has actively involved in leading strategic initiatives, driving change management programs, and optimizing operations.



Rina Mancini (Commercial Director)

An experienced business executive, leader and strategist, Rina Mancini has extensive depth and breadth of experience within the financial services, franchising, and information solutions industries, for over 25 years. Her experience spans leadership of operations teams, consumer credit risk management, accounts receivable management, call centre management, and customer service.

Rina holds a Bachelor of Administrative Studies from York University and an MBA from the University of Toronto. She is serving and has served on various boards and committees, including Provider Capital Group, Receivables Management Association, Credit Granters Association of Toronto, Credit Scoring and Risk Strategy Association, Creditor Relations Committee of the Ontario Association of Credit Counselling Services, and Metropolitan Toronto and Regional Crime Stoppers. Rina has a long-standing relationship with TaxAssist Accountants in Canada.

Meet the TaxAssist Group Board of Directors



Karl Sandall FCIB, QFP, FAIA (Hons) (Group Chief Executive Director)

Karl spent 26 years at a senior level with a major clearing bank before joining TaxAssist Accountants in 2000 as Operations Director – taking on the role of Group Chief Executive Director in 2002. Karl is a ‘fellow’ of the Chartered Institute of Bankers. He is also recognized by the British Franchise Association as a Qualified Franchise Professional (QFP) and is a trustee of its charitable trust helping disadvantaged individuals benefit from franchising.

In 2017, Karl was awarded an honorary membership of the Association of International Accountants (AIA) in recognition of his contribution to accounting and finance. Karl oversees the running of the company and the whole network on a day-to-day basis, as well as the global recruitment of new franchisees, ensuring the company continues to expand rapidly.



Sarah Robertson MSc, Dip M, FCIM, FIDM, Chartered Marketer, (Group Operations Director)

Sarah previously founded a successful Brand Agency in 1994, with offices located in Norwich and London. Sarah was the Managing Director of the group and it became one of the foremost marketing communications agencies in the Eastern region with billings in excess of \$5m. Sarah has over 30 years’ experience in the marketing and advertising industry, working with a broad range of national and regional brands, specializing in financial services. She is a Fellow of the Chartered Institute of Marketing and a Fellow of the Institute of Direct Marketing. Sarah joined the TaxAssist Accountants Board in September 2004 and for 12 years was responsible for marketing strategy, brand development, storefronts, practice management and business development strategies for our network.

In 2016, Sarah was appointed as the Group Operations Director and has overall responsibility for the operational overview of the UK network and the TaxAssist Training Academy. She has a vast working knowledge of the network and is fully focused on the future needs of the business including the utilization of technologies to improve practice performance and profitability.



Phil Sullivan BSc. Hons, ACIB (Group Finance Director)

During a 26-year career with HSBC Bank plc, Phil achieved Executive Management status and undertook roles covering a wide range of disciplines including retail banking, corporate and commercial banking, credit control, strategic planning, human resources and training. Immediately prior to leaving HSBC Phil was Area Director for Leicestershire, UK, a role with responsibility for all aspects of the bank's retail banking and commercial business in the county and corporate banking activities in the county. He was responsible for 400 staff operating from 36 offices.

Phil established his own business in 2006 providing corporate and commercial advisory services to selected business clients. He specialized in assisting with the creation of strategies for large transactions (including business expansion, sales, acquisitions and exit/succession planning) and business financing solutions (bank and non-bank borrowing, raising unquoted equity and re-financing). His main business interests lie in corporate finance and management/leadership theory and practice. Phil was appointed as an Adviser to the Board in 2007 and became an Executive Director in October 2008. Phil's main responsibilities include UK and international finance, internal financial control, company secretarial responsibilities and a major input into strategic planning. In addition, he has a mandate to develop our relationships with the banks and other lenders in order to enhance the services available to our business overall.



James Mattam BSc. Hons (Group Business Development Director)

James has spent his entire full-time career with TaxAssist Accountants since completing his honours degree in Business Information Systems. After spending five years as our IT Manager building many websites and providing support to the franchisees, he then took on the role as our Marketing Manager in 2004 to face a new challenge. James went on to become Senior Business Development Manager driving a team to deliver thousands of leads to the network and ensure brand consistency was maintained through online, printed literature and the hundreds of retail outlets within the UK accounting network.

His recent achievements involved a national partnership launch with Intuit QuickBooks and Sales and Communications courses to help the franchisees and their staff win more business and improve communications with clients and partners. James joined the board in September 2016 and is responsible for marketing strategy, brand development, storefronts, practice management and business development strategies for our accountants.



Daren Moore FCCA (Group Commercial Director)

Daren Moore has spent his whole career in the accounting practice sector, having worked his way up from accounts trainee to a member of the Management Board of Price Bailey LLP, a Top 25 regional firm, where he has an outstanding track record of achievement. Daren's roles while in practice have been varied and include portfolio development, having twice built up fee banks with different practices as a client portfolio partner, practice management as senior partner in a sizeable office with five fellow partners and 50 staff and business development through his role as head of sales and marketing. His Management Board role also involved a number of strategic planning functions, looking at business growth, acquisition opportunities, investment analysis, team building and incentive initiatives, innovation in technology and cloud services and broader operational planning.

Daren joined The TaxAssist Direct Group Board of Directors in February 2018. With a solid knowledge of the accounting and taxation industry, in which he is a well-known and respected figure, Daren brings his 26 years of expertise to the role of Group Commercial Director to ensure the continued success and growth of the network in the UK and internationally.

Meet our Group Non-Executive Directors



John Chambers LL. B (Group Non-Executive Director)

John has specialized in franchising for over 20 years. He thinks of himself as a business man first and a solicitor second. His 'no nonsense, practical, commercial approach' is appreciated by clients as much as is his unrivalled knowledge of the franchising sector. He read law at University College London and worked in the City of London for Mitsui, a Japanese trading company, and in the Middle East for Turner & Newall Plc.

John then worked in sales and contract management roles in the oil industry, first in the UK and then abroad before deciding that he could provide more commercially focused and practical advice than he was receiving from lawyers. He re-trained as a solicitor and worked for two leading international law firms prior to setting up Chambers & Co in 1998. After establishing himself as one of the UK's leading franchise lawyers and acting for 20% of the franchisors in the UK, Ashton KCJ acquired the practice in early 2012. John is a former member of the now disbanded British Franchise Association Legal Committee, and regularly speaks on franchising law both at home and abroad.

Mark Fordham BA (Hons), ACIB, CMIIA (Group Non-Executive Director, Franchisee Representative)



Mark's career has been spent entirely in the Financial Services industry. He spent the early part working for NatWest Bank in Retail, Corporate and Investment Banking including spells in Corporate Lending and the Training department where he taught Financial Analysis (Balance sheets, cashflow forecasts, profit and loss accounts and bookkeeping). He also taught Investment Management including personal tax at degree level for 14 years. The latter part of his banking career was spent qualifying as an auditor and then planning and managing a team of 150 auditors to run audits across the Royal Bank of Scotland Group.

Mark was awarded his TaxAssist Accountants franchise in 2003 and built up a client base in St Albans and Harpenden in Hertfordshire. He won the TaxAssist Fastest Growth Award three years in a row as well as Accountant of the Year and the British Franchise Association Bronze award in 2009. In 2012, nine years after starting his franchise, he sold the business with 900 clients to an incoming franchisee. Mark joined the board in January 2015.

Our Franchise Support Staff

Professional, experienced and qualified personnel provide full training and business development support.

Franchise Recruitment

David Paulson QFP (Senior Vice President, Franchise Development)



David joined The TaxAssist Direct Group in 2009 with the responsibility for franchisee recruitment in the UK. During this period, David was instrumental in recruiting 93 franchisees into the UK network, plus over 20 franchisees in Ireland and Australia. David was also responsible for brokering the sale of our first £1m (\$1.6m) franchise resale. Prior to joining TaxAssist, David worked for one of the UK's leading franchise consultants and publishers and brings with him a thorough understanding of international franchise markets and excellent contacts to further support TaxAssist Master, Area Representative and single unit franchisees.

After a two-year period of study, completing dissertations and a formal interview process, David has been recognised as a British Franchise Association Qualified Franchise Professional (QFP). The QFP is a formal recognition of professional knowledge and experience in franchising and demonstrates the individual's understanding of the complexities, best practice and expertise in franchising. In December 2018 David was elected to the British Franchise Association's Board of Directors.

As Senior Vice President, Franchise Development, David leads the expansion of the TaxAssist Accountants brand into selected international markets. This role includes supporting US Area Representatives with franchisee recruitment and ensuring legal compliance with US franchise regulations.

Business Development

Richard Chatten-Hague BA Hons, QFP, DipFM (Senior Manager, Global Franchise Support)



Richard joined TaxAssist in July 2015 following seven years at a leading international franchise consultancy and publishing company, FDS. Richard graduated from the University of Northampton with a First-Class degree in Retail Marketing before joining FDS and specialised in creating Franchise Operations Manuals for businesses expanding by franchising, working alongside experienced franchise consultants and working with a number of national and international clients. Richard holds a Diploma in Franchise Management and is recognised as a British Franchise Association Qualified Franchise Professional (QFP), which is a formal recognition of professional knowledge and experience in franchising and demonstrates the individual's understanding of the complexities, best practices and expertise in franchising.

With more than 12 years' experience in national and international franchising, Richard's role is to manage global franchise recruitment marketing strategies and provide the initial and ongoing training to our global network of partners, Master Franchisees and Area Representatives, as well as delivering training and support to our network of franchisees.

Digital Technology

Richard Washington (Group Digital Technology Manager)



After five years of working with one of the UK's leading franchise consulting and recruitment companies Richard joined TaxAssist in 2010, bringing with him a high level of technical knowledge in programming and database administration. Since joining, Richard has pushed forward the TaxAssist Accountants online presence, implementing a local website for each franchisee, rebuilding from scratch the TaxAssist Accountants Support Site and implementing a custom ticketing system for the Technical Helpdesk. Richard is responsible for relationship management with our recommended IT, telecommunications and printing partners as well as for the continuing development of our global web-based systems.

Software

Simon Hutchinson (Group Software Manager)



Simon is responsible for the management of the core software estate in use by TaxAssist franchisees, including supplier management, training delivery, integrations and escalations. Prior to joining TaxAssist in 2016, Simon spent 18 years working across IT Training, Service Delivery Management and Customer Relationship Management roles in the housing and health industries. Simon has project managed, as well as designing and delivering training courses for multiple software implementations, and is customer-focused to ensure that the right solution is being delivered.

Training

Sam Skyring FCCA, MAAT, ACIPP (Group Training & Communications Manager)



Sam Skyring qualified in 2014 with a medium sized firm of accountants in Norwich and developed strong relationships with her clients and helped them with bookkeeping, tax returns, payroll, accounts preparation and tax issues. Sam joined the Technical Support Team in November 2014 as a Technical Manager, assisted franchisees and their staff over the phone with technical queries, headed up training courses and undertook due diligence visits to franchisees. Sam took up the role of Franchise Development Manager in 2017 and was then promoted to Group Training & Communications Manager in 2019 with responsibility for looking after all of the training needs for the network, alongside preparing client facing technical marketing material.

Finance

Jo Nockels FCCA, FMAAT (Group Controller)



Jo is AAT and ACCA qualified and before joining TaxAssist Accountants in 2010, looked after a range of clients in the small business sector at Larking Gowen. Formerly, Jo was the Senior Training & Technical Communications Manager and worked alongside the Business Development team, to ensure communications to clients were accurate, timely, relevant and easy to understand. The other part of her role saw her managing the TaxAssist Accountants Training Academy, as well as delivering courses herself. In 2019, Jo was promoted to Group Financial Controller and is responsible for the day-to-day management and ongoing development of the group finance team and functions for the TaxAssist group of companies.

Technical

Andy Gibbs ATT, CTA (Group Technical Manager)



Andy joined us from one of the big four accountancy firms where he looked after the affairs of high net worth individuals and private equity executives. Prior to this he worked at a local regional practice where he dealt with the affairs of owner managed businesses and private individuals. Andy has dealt with both tax compliance and tax advisory projects across a range of industry sectors. Andy is a qualified Chartered Tax Adviser (CTA) and holds the STEP Advanced Certificate in Trust and Estate Accounting.

Compliance

Tim Duffield BA (Hons), FCCA (Group Compliance Manager)



Tim is FCCA qualified and originally joined us in 2009 from a large local practice, where his main experience was of preparing annual and management accounts for small companies as well as preparing value-added tax and corporation tax returns. Tim recently returned to us after two years back in practice performing a tax advisory role. Tim provides tax advice and support to the network, alongside managing technical related project work and carrying out technical audits for franchisees.

Marketing

Kelly Chick (Group Marketing Manager)



Kelly joined the Business Development Team in July 2020, following an extensive agency background working for a number of national brands in both B2B and B2C environments. Reporting to the Group Business Development Director, Kelly oversees the Marketing, Social and Inbound teams, implementing the national and local marketing campaigns for the acquisition of network leads.

TaxAssist Group Support Team

TaxAssist Accountants in Canada is backed up by an award-winning 60+ strong Support Team at the UK Support Centre in Norwich, with experienced teams in franchise recruitment, technical support, marketing and business development, digital technology and finance, training and administration.

The TaxAssist Group

TaxAssist Accountants

01284
71899

1899

www.taxassist.co.uk/
bury-st-edmunds

- Business Accounts & Corporation
- Self Assessment
- Bookkeeping
- Payroll & HR



Bury St. Edmunds Store, UK

Why should you join TaxAssist?

There are many reasons as to why you should consider joining the TaxAssist Accountants' network.

1. Our brand name

We are a leading franchised accounting organization looking after small businesses. We have a proven track record with over 26 years' experience in operating a substantial national network of branded stores and offices that is well-recognized and respected.

2. Our training

We provide an initial six-week training course, which includes meals and accommodation. We can provide customized training at our Support Centre in Toronto, along with a Continuing Professional Development Program.

3. Support Centre

All of the Support Centre staff are 100% committed to supporting the franchise network and have no other business interests to take their focus away from the importance of assisting the network.

4. Storefront concept

We have a highly visible presence with over 430 storefronts and offices, which is growing around the world. The storefront brand is supplemented by national advertising, online presence and marketing collateral.

5. An exclusive territory

You gain the rights to operate and receive leads in an exclusive territory based on either one or adjacent postal code districts.

6. All year-round sustainable income

Our business model provides professional tax, accounting and advisory services to small businesses, so we aren't reliant on seasonality to drive income.

7. Ongoing lead generation and business development

You will receive support from us on marketing campaigns in your area and our ongoing inbound lead service, which ensures that you only received 'qualified' leads.

8. Access to specialist advice/in-field back-up

We work closely with all international franchisees on maximizing their profit and working towards their own exit strategies. We see this as an invaluable contribution to our franchisee's business life.

9. Resale value

The business model makes financial sense, with the potential for franchisees taking a good salary while creating a real asset for their long term future. TaxAssist businesses are very saleable and with the TaxAssist Accountants brand name, this could add a premium to the value of the business when franchisees decide to sell.

10. Helpdesks

All of the Support Centre staff are on hand if you need to talk through any issues or queries. One of the main support functions is the Support Team.

What are the next steps?

Have you liked what you have read? Are you interested in finding out more about us and meeting us?

We are holding regular virtual Discovery Sessions over Zoom. These days are a chance for you to meet senior support personnel, where you will discover more about our franchise offering and our network.

A Discovery Session is a valuable and informative day that gives you the opportunity to find out about our franchise in a friendly and non-pressured environment and ask us any questions to find out if a TaxAssist Accountants franchise is right for you.

Top topics on a Discovery Session

- Our history and what makes TaxAssist a unique franchise
- What do I receive for my franchise fee?
- The TaxAssist network
- Our industry-leading training
- The support we provide to make your business a success
- Funding options and support
- How to market and develop your business successfully
- *And anything else you would like to know!*

One-to-one meetings

Following the Discovery Session you will have the opportunity to have a one-to-one meeting, so you are able to ask us any questions personal to you about the franchise, and your next steps if you wish to find out more about joining us.

We recognize that investing in a franchise is a big decision, not just for you but also for your family. You are welcome to bring a guest with you, whether it be a business partner or a family member, that way they can learn first-hand about us and, of course, meet us too.

Upcoming dates

Our next three virtual Discovery Sessions will be held on:

- February 24th
- March 24th
- April 28th

Next Steps

To take your interest further and find out more about our network with no obligation, then please contact Rina Mancini, Commercial Director at +1 888 200 5469 or email recruitment@taxassist.ca.



**QX Franchising Ltd t/a TaxAssist Accountants
(TaxAssist Canada)**

Suite 1400
90 Burnhamthorpe Road West
Mississauga
Ontario
L5B 3C3

+1 888 200 5469

recruitment@taxassist.ca

www.taxassistfranchise.ca

