



accountantsGPS®



moneyGPS

ACCOUNTING FIRM 500-36

Example Financial Model

2024

ACCOUNTING FIRM 500-36

Client inputs

Key Parameters

Start Date	1-Jan-24
Subscription Plan	PROFESSIONAL
Partner Advice/Report Revenue share	50%
SMSF Report Revenue Share - 36 Eligible SMSFs	100%
Standard Partner Product Revenue share	80%
Subscriber firm internal products	100%
Access fee charged by Firm to clients pa	\$50
GPS Client Subscriptions Revenue	0%

Results snapshot

	Total Revenue	Annual Ongoing Rev.	Total Costs	Annual Ongoing Costs	Net Position	Business Capital Value (on Gross Revenue)
YR 1	\$29,290	\$2,529	\$8,800	\$8,800	\$20,490	\$31,577
YR 5	\$51,871	\$17,553	\$9,600	\$9,600	\$42,271	
5 YR Total	\$218,481	\$54,476	\$47,200	\$47,200	\$171,281	

Referrals

Number of clients	500	Individual Employees who cannot afford complex advice.											
Referral rate per month	1.000%	Max 1.7% (Cover 100% of clients @ 5 years) - Will vary based on Subscriber Client Business											
Qualified referrals per month	75%	Of the 100% of clients referred - 25% of clients are qualified out before further reductions take place, due to seasonal factors											
	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	
Seasonal Fluctuations	45%	60%	75%	90%	90%	90%	90%	90%	90%	90%	75%	45%	Repeats each year
Results in New Subscriptions PA of:	1.69	2.25	2.81	3.38	3.38	3.38	3.38	3.38	3.38	3.38	2.81	1.69	Repeats each year

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5 Year Revenue Projections

Accumulated Revenue	\$	218,481
Business Capital Value	\$	31,577

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Revenue from Clients	1,584	1,647	1,722	1,777	2,120	2,375	2,586	2,882	3,013	3,159	3,221	3,206	29,290	41,426	46,112	49,782	51,871	218,481
<i>from below</i>																		
Costs																		
One-off																		
Establishment Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Onboarding Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ongoing																		
Platform Fees	-	800	800	800	800	800	800	800	800	800	800	800	8,800	9,600	9,600	9,600	9,600	47,200
Marketing Program Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adviser/Broker Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Product Customisation Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Excess SMSF Report fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total costs	-	800	800	800	800	800	800	800	800	800	800	800	8,800	9,600	9,600	9,600	9,600	47,200
	-	800	800	800	800	800	800	800	800	800	800	800	8,800	9,600	9,600	9,600	9,600	47,200
Profit	1,584	847	922	977	1,320	1,575	1,786	2,082	2,213	2,359	2,421	2,406	20,490	31,826	36,512	40,182	42,271	171,281

Revenue from Clients (for above)

	1,584	1,647	1,722	1,777	2,120	2,375	2,586	2,882	3,013	3,159	3,221	3,206	29,290	41,426	46,112	49,782	51,871	218,481
Total Revenue from Clients	1,584	1,647	1,722	1,777	2,120	2,375	2,586	2,882	3,013	3,159	3,221	3,206	29,290	41,426	46,112	49,782	51,871	218,481
SMSF Report Revenue	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000	18,000	18,000	18,000	18,000	90,000
Subscription Revenue	-	-	-	-	-	-	-	-	-	-	-	-	0	0	0	0	0	-
Initial Revenue	-	34	70	89	424	664	859	1,137	1,245	1,367	1,430	1,443	8,762	16,290	16,318	16,318	16,318	74,005
Planning	-	34	70	89	280	362	424	601	657	707	752	748	4,725	7,874	7,874	7,874	7,874	36,222
Digital Advice Plans (DAP)	-	34	70	89	109	134	140	145	163	176	183	178	1,422	1,989	1,989	1,989	1,989	9,378
Comprehensive Advice Revenue	-	-	-	-	171	228	285	456	494	532	570	570	3,303	5,885	5,885	5,885	5,885	26,844
Finance	-	-	-	-	44	59	74	89	89	89	89	89	620	915	915	915	915	4,282
Initial Finance Fee	-	-	-	-	44	59	74	89	89	89	89	89	620	915	915	915	915	4,282
Insurance	-	-	-	-	-	109	194	247	300	371	389	407	2,017	5,434	5,461	5,461	5,461	23,835
Initial Insurance	-	-	-	-	-	109	194	247	300	371	389	407	2,017	5,434	5,461	5,461	5,461	23,835
Property	-	-	-	-	84	113	141	169	169	169	169	169	1,181	1,744	1,744	1,744	1,744	8,156
Property Fee	-	-	-	-	84	113	141	169	169	169	169	169	1,181	1,744	1,744	1,744	1,744	8,156
Legal	-	-	-	-	6	8	10	12	12	12	12	12	86	126	126	126	126	591
Estate Planning	-	-	-	-	6	8	10	12	12	12	12	12	86	126	126	126	126	591
Aged Care	-	-	-	-	9	13	16	19	19	19	19	19	133	196	196	196	196	918
Initial Fees	-	-	-	-	9	13	16	19	19	19	19	19	133	196	196	196	196	918
Ongoing Revenue	84	113	152	187	196	211	227	245	268	293	291	263	2,529	7,135	11,795	15,464	17,553	54,476
Planning	-	-	-	-	-	4	10	17	28	41	54	68	223	1,791	3,556	5,099	5,297	15,965
Ongoing Advice Fee	-	-	-	-	-	4	10	17	28	41	54	68	223	1,791	3,556	5,099	5,297	15,965
Investment (incl Superannuation)	-	-	3	7	13	20	29	38	48	59	70	82	370	1,773	3,227	4,610	5,925	15,905
Ongoing Fees	-	-	3	7	13	20	29	38	48	59	70	82	370	1,773	3,227	4,610	5,925	15,905
Finance	-	-	-	-	-	1	2	4	6	7	9	11	40	255	484	613	613	2,004
Trailing Finance Fee	-	-	-	-	-	1	2	4	6	7	9	11	40	255	484	613	613	2,004
Insurance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Renewal Insurance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Compare & Connect	-	-	8	11	14	17	17	17	17	17	17	17	152	266	495	375	399	1,686
Fees & Renewals	-	-	8	11	14	17	17	17	17	17	17	17	152	266	495	375	399	1,686

Multiples

Financial Model Partner Group – Assumptions

Client Pool

- The number reflects that of the Subscriber Client cohort as advised to moneyGPS or by way of examples reflecting size of Subscriber Firm by client numbers
- **Client take-Up of Financial Services:**
 - Referral Rates can be adjusted if required:
 - Note: The rate has been set at a conservative levels but can be adjusted for any given subscriber group.
 - It is also reduced by 25% immediately upon referral to exit non-qualified clients.
 - It is then reduced by a further 10% - 85% in allowing for seasonal factors, i.e. Easter, Christmas period, School holidays, Tax deadlines etc
- **Financial Considerations:**
 - The Subscriber Firm will receive 80% of all initial & ongoing revenue from any financial service products acquired by their client cohort.
 - Note: The Subscriber Firm can elect to rebate any % of these funds to the client.
 - Note: moneyGPS will direct the remaining 20% of revenue to several charities.
 - The Subscriber Firm will also receive the following:
 - 50% of all revenue received via the purchase of Digital Advice Plans
 - Note: Subscriber Firms do not participate in the Client Subscription Fee.
 - Fees included in the modelling – per Subscriber category & where relevant:

▪ Onboarding	▪ Establishment	▪ Annual Subscription Fee
▪ Product & Services integration costs		▪ Individual AR & Broker fees
 - Assumptions for Service & Product allocations: For all clients that eventually come through the two-levels of Qualifications and Seasonal Adjustments, their buying habits are as follows:
 - Digital Plans: Average of 50% acquire 1 Plan and then only 25% (50% reduction) acquire a further 1 Plan
 - Lending & Finance: Average of 20% will use the lending services
 - Between 10% - 60% acquire the following products: Insurance, Investment Program, Super Investing
 - Comprehensive Financial Plan Plans: Maximum of 15% will be referred to a financial adviser over time
 - Estate Planning: 25% on average will use either Online Wills or Comprehensive Estate Planning
 - Other services inc: Aged Care, Direct Property etc secure between 2% - 10% take-up across all clients.
 - moneyGPS receives referral fees from Service Providers of between 10% - 45% of initial commission and 10% - 20% of ongoing/trail commission depending on the product or service acquired. The referral fee % payment may vary over time if contract conditions change, or a service provider is replaced.
 - Full disclosure of all referral fee arrangements are found on the moneyGPS platform.
- **Comprehensive Marketing Program – relevant to the demographic segment:**
 - The Subscriber Firm will either:
 - a) Guarantee to issue all marketing content to their client cohort or
 - b) Agree to provide their client data-base details to a secure third-party administrator to issue all 'White-labelled' moneyGPS marketing collateral, which will include the provision of details of the T&C, Privacy Protocols & Security policies, and systems in place.
 - Regular EDMs, and other relevant campaigns via mainstream & Social Media activities to be undertaken across a range of financial advice topics and services – focussing on seasonal events & topics where relevant, including but not limited to:

▪ Lending & Finance	▪ Superannuation	▪ Non-Super Investments
▪ Personal Insurance	▪ Women's Focussed Activities	▪ Direct Property Investing
▪ Pre/Post-Retirement Planning	▪ Aged Care Planning & Advice	▪ Estate Planning
 - Introduction of regular digital newsletters & competitions
 - Webinars & Podcasts
 - Note: The Subscriber Firm can:
 - Decide not to participate in any one of the standard set of campaigns, or contract moneyGPS and its marketing partners to create bespoke campaigns.
- **Note:** Management reporting will be provided to review the progress and success of all activities.

Assumptions_moneyGPS Financial Modelling_072023