

Accounting Benchmarking Services

The Accounting Benchmarking Services provided by Business Fitness go beyond simply comparing the performance of a firm against the profession's best performers – we also identify key areas for improvement and offer recommended strategies for how to go about improving these key results.



Our benchmarking services are carried out using the results of our industry-leading annual accounting firm performance benchmarking study –

The Good, the Bad & the Ugly of the Australian Accounting Profession (the Good Bad Ugly).

The Good Bad Ugly is the longest running accounting benchmarking study in Australia. The 2011 edition of the Good Bad Ugly (conducted in September 2011) was the ninth one carried out by Business Fitness since 2001. Over the course of these 10 years, the Good Bad Ugly has gained a reputation for being the most established, credible and reliable benchmarking data available to Australian accountants.

The strength of our Good Bad Ugly data means that we are in the unique position of offering the most comprehensive, meaningful and valuable benchmarking services to Australian accounting firms.

The results 2011 Good Bad Ugly Benchmarking Study

The results of 2011 Good Bad Ugly Benchmarking Study will be used as the basis for all Accounting Benchmarking Services provided in the 2011-12 financial year.

These results were prepared on the basis of data supplied by the 362 firms who participated in the 2011 survey process – a cross-section of city, suburban and regional firms of all sizes, ranging from sole practitioner firms through to large multi-office, multi-partner firms.

The data provided was based on the financial year ended 30 June 2011. Whilst we did not audit the data, we reviewed each data set as it was provided (as we have always done) and, where any data appeared unusual or to be an outlier, the firm was contacted to verify the data in question.

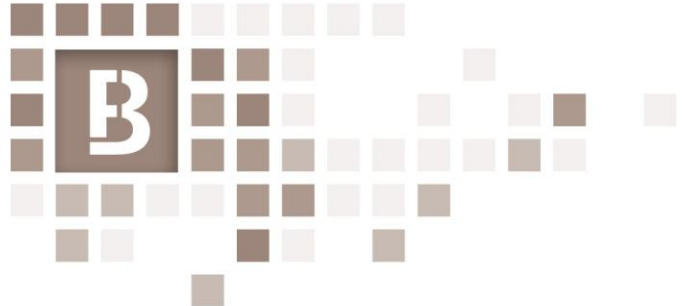
What Accounting Benchmarking Services are available?

There are four levels of benchmarking services available.

See over for details of what each contains.

1. Efficiency Factor Report	FREE!
2. Silver Accounting Benchmarking Package	\$995
3. Gold Accounting Benchmarking Package	\$1,595
4. Group Benchmarking Package	Price on request





Efficiency Factor Report

Price: **FREE** (includes \$295 worth of value)

Your Efficiency Factor™ Report will:

1. Provide you with your firm's unique Efficiency Factor™. The Efficiency Factor™ is a one-number summary that brings together profitability, productivity and financial management efficiency to paint an overall picture of a firm's performance across 11 key performance indicators.
2. Identify the efficiency of your firm for each of the 11 key performance indicators used to calculate the Efficiency Factor™ and compare these results to the results of top performing firms (so that you are able to easily identify your key areas for improvement).
3. Rank your firm (according to its Efficiency Factor™) against all firms who participated in the 2011 Good Bad Ugly survey process.

NOTE: You have the option of receiving a copy of the 2011 Good Bad Ugly Report along with your Efficiency Factor Report at a cost of \$250 (representing a 50% discount on the purchase price).

Silver Accounting Benchmarking Package

Price: **\$995 + GST** (includes \$1,790 worth of value)

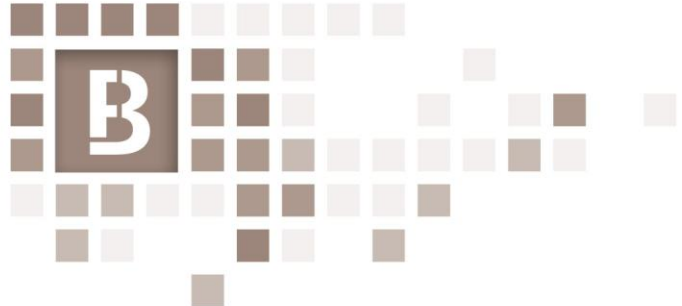
Your Silver Accounting Benchmarking Package will:

1. Provide you with your firm's **Efficiency Factor Report** (see above for details of what this contains).
2. Provide you with your firm's **How Do You Compare Report**, which compares all of your firm's results to the results of:
 - All participating firms;
 - Firms in the same revenue group as your firm; AND
 - Firms in the same geographic group as your firm.The comparisons cover results in each of these areas of accounting firm performance: revenue, gross profit, net profit, people & productivity, rates & write offs, workflow & cash flow, operating expenses and charge out rates.
3. Entitle you to a **one hour phone consultation** with one of Business Fitness' experienced team members to discuss your key areas for improvement as well as recommended options for how to go about making the improvements.
4. Include a copy of the **2011 Good Bad Ugly Report** (valued at \$500).

NOTE: You have the option of benchmarking:

- *Your actual 2010-11 results; OR*
- *Your budgeted 2011-12 results.*





Gold Accounting Benchmarking Package

Price: **\$1,595 + GST (includes \$2,585 worth of value)**

Your Gold Accounting Benchmarking Package will:

1. Provide you with your firm's **Efficiency Factor Report** (see above for details of what this contains).
2. Provide you with your firm's **How Do You Compare Report – Actual 2010-11 Results**, which compares all of your firm's results to the results of:
 - All participating firms;
 - Firms in the same revenue group as your firm; AND
 - Firms in the same geographic group as your firm.

The comparisons cover results in each of these areas of accounting firm performance: revenue, gross profit, net profit, people & productivity, rates & write offs, workflow & cash flow, operating expenses and charge out rates.
3. Provide you with your firm's **How Do You Compare Report – Budgeted 2011-12 Results**, which includes all of the same comparisons and details as the How Do You Compare Report – Actual 2010-11 Results.
4. Entitle you to a **one hour phone consultation** with one of Business Fitness' experienced team members to discuss your key areas for improvement as well as recommended options for how to go about making the improvements.
5. Include a copy of the **2011 Good Bad Ugly Report** (valued at \$500).

Group Benchmarking Package

Price: **Contact Business Fitness**

Business Fitness offers benchmarking services to firms within the same group (e.g. national partnerships or other groups). These services are tailored to meet the specific needs of the relevant group, but will typically include:

1. **Efficiency Factor Reports** for each individual firm / office within the group, plus the group as a whole.
2. **How Do You Compare Reports (both Actual 2010-11 Results and Budgeted 2011-12 Results)** for each individual firm / office within the group, plus the group as a whole.
3. A **face to face seminar** conducted by Business Fitness for the group's executive and management team (to discuss key areas for improvement, recommended strategies for improvement and high level planning).
4. **Face to face seminars** conducted by Business Fitness with individual firms / offices within the group (to discuss key areas for improvement, recommended strategies for improvement and high level planning).
5. Copies of the **2011 Good Bad Ugly Report**.

Visit www.businessfitness.net/benchmarking/accounting
to purchase your benchmarking package.

