



Find out WHY Business
Owners are Choosing



as their ACCOUNTANTS

KYLIE BAKER CA

Principal

18 Reasons Why Business Owners & Individuals are choosing MYC as their Accountants.



What do YOU want from YOUR Accountant ?

"Before you make a decision to change accountants or choose an accountant, you must think about what you want from your accountant.

Do you want tax returns and compliance OR are you looking for a business advisor who offers strategic business development advice?"

Kylie Baker – Principal.

As you probably know, not all accounting firms are the same. Most accounting firms could be described as 'general practitioners' with great technicians who focus on tax and compliance services.

Other firms offer services beyond compliance and have developed expertise in specific industries and niche markets like business start-ups and small to medium size businesses.

The general practitioners view the tax return as the end of the client process while the firms who provide business advisory services, focus on helping clients grow their business and their personal wealth and view compliance and tax returns as the start of the process.

MYC is a 'business advisory' firm and we take it further than most firms are prepared to go...

We recognise that our business clients want more time to do all the things they want to do inside & outside of the business.

They also want more money to do those things, so.....

- GROWTH is important – More people buying more – more often.
- PROFIT is critical – How to increase business profitability.
- CASHFLOW is essential – How to better understand and free up cash-flow.
- ASSET PROTECTION – Better ways to do this...and
- SUCCESSION is important – How and when to sell the business or succession planning.

...and finally, they want more life. They want to feel like the business is giving them a life, not consuming it. They want to feel like the rewards match the effort and not the other way round...where they feel 'burnt out' from wearing too many hats and the rewards no longer match the effort.

Choosing an accountant who understands your business like MYC, who understands your industry, your profession, your wants and needs can be the difference between struggle and success and that's just the start of why business owners are choosing us over any other option.

We pride ourselves as being on the 'front foot' with changes affecting business owners and believe our number one responsibility is to help our clients build a more efficient, profitable, and valuable business. We have identified 18 key areas that distinguish us from other accounting firms and we know that this is why Business owners are choosing us...

18 Reasons ...

1. We believe in tax minimisation.

The law exists for all and we are passionate that you take every advantage available. You can sleep at night knowing you pay the minimum amount of tax within the law.

2. We always follow up & return calls.

If there is something we need to do, we will get it done. All phone calls and emails are responded to quickly and we keep you informed of progress on any matter.

3. We are a Chartered Accounting Firm.

Our Principal holds professional qualifications with CA Australia & New Zealand. Our continuing membership requires proven professional development and training. We adhere to all standards set by the industries professional bodies.

4. Our experience is real.

Our team have come from many backgrounds and have been consulting to businesses and individuals for many years. Our experience can help you in a wide range of areas.

5. We keep up to date.

A commitment to training and professional development as individuals and as a team means you have access to a broad range of knowledge and can expect us to be aware of recent changes. We don't assume we know everything and have excellent access to 'second opinions' and world best practice resources.

6. We meet deadlines.

When the work is passed on to us, we meet the appropriate deadline.

7. We stay in touch.

Our social media platforms and our newsletter provide practical advice and information and we will always inform you if there is information that can be useful to you.

8. We offer fixed price services.

The fixed price of your annual accounting package is spread evenly over a financial year to help you budget effectively and plan your cash flow.

We also offer a second option where 50% of the work is paid up-front and the balance paid when we lodge your work with the appropriate bodies.

9. We clarify the scope of the work we will do.

After discussing any project, we will provide a written proposal detailing the scope of our work. This prevents a perception gap between what you expect and what we will do. If extra work is required, we will always discuss and agree on any additional fee before undertaking the work.

10. We pay attention to detail.

We exercise quality control over everything we do. Attention to detail is a requirement and expectation of everyone in the firm.

11. We admit mistakes and fix them.

We are human and mistakes can happen, although not very often. If we make a mistake, we admit it and fix it at no cost to you.

12. We keep our promises.

When we promise to do something, we always keep our word.

13. We have back up and data security plans

Like most businesses we rely on the stability of our IT system. We have high quality backup and protection in place.

14. We are discreet – whether face to face or online.

Each person in the business is bound by contract to maintain the confidence of information and client discussions. Our internal systems are designed to protect your confidentiality.

15. We work as a team.

There is always back-up and support from colleagues when required.
This means you have access to a range of expertise not always available in small firms.

16. Our reputation is important.

We have excellent relationships with other professional firms and have built a brand based on Trust.

This is the age of Trust and we understand that trust can change everything.

Like you, we prefer to work with people we like, trust and respect.

17. We offer specific business development strategies... not offered by many firms – strategies that cover:

- Business Growth
- Culture
- Management
- Financial and
- Personal Goals, Dreams and Ambitions.

(see www.vivabusiness.com.au)

18. We are a Person First – Business Second Firm

What this means is for us to really help you...

- Grow your Business.
- Increase your Profits.
- Improve your Cashflow.
- Protect your Assets and
- Plan the Sale or Succession of your Business.

...we want to get to know you as a person, get an understanding of what a successful business will mean to you and what you really want to do when you have more time, more money and more life.

THE NEXT STEP.....

Give us a call on 02 **4341 0422** or email us at MYCadmin@mycpartners.com.au and make an appointment.

If you decide to choose us, then we will put the wheels in motion. We can contact your current accountant and request the information we need to proceed.

If you're not quite ready to make the move just yet – let us know and we can stay in touch by sending you our newsletter. This will include other client's success stories, ATO updates and Business improvement and growth ideas.

We believe in keeping it simple. We would welcome the opportunity to meet you and understand your business and help you take YOUR business to the next level so you can have more time, more money, and more life.

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