

EDUCATION, CONSULTING & MENTORING

From Struggle to Success: Nicole Rosen

Before: Stressed, Disengaged, and Cash Poor
After: Profitable, High-Functioning, and
Financially Secure



Nicole, a seasoned Senior Accountant, took the leap to establish her own Public Accounting Practice after years of service as an employee. However, the realities of entrepreneurship proved more challenging than she anticipated.

The weight of non-chargeable tasks and the demands of operating her own business took a toll on Nicole. By August 2020, amidst the Covid pandemic, she found herself exhausted, stressed, overworked, and overwhelmed.

Want to uncover the secret behind Nicole's incredible transformation from burnout to a thriving business? Join our upcoming webinar to learn how to achieve more success and happiness like Nicole. Click [HERE](#).

RECRUITMENT

Cracking The Code

The Law of Candidate Nature applies to recruiting, developing team members, and achieving internal equity partnerships. When candidates make demands, their interest decreases. But when they remove obstacles, their interest is increasing. Recognising this distinction is crucial.

In the accounting industry, effectively selling the vision and culture is often neglected. Defining your vision of success and values is essential for engaging current team members and prospective applicants. Clear articulation of your vision and values is key to building a committed team that shares your enthusiasm.

Defining your desired culture is the first step towards achieving it. Publishing it for all to see takes courage but is vital for creating more candidate appeal.

Ever wondered why some firms attract top talent while others struggle? And what about equity dilution for junior partners? Can anyone achieve success in these areas?

Our tried-and-tested strategies have delivered results for more than 2,000 firms across Australia since 2001. Reach out to us for guidance!

Want to dive deeper into the The Law of Candidate Nature? Click [HERE](#).

READ ON: (What follows on pages 2-3)

- *Why Your Digital Footprint is Important*
- *Accounting Firm for Sale: Regional NSW*
- *New Mandate to Sell Down Rather Than Sell Out: Melbourne*
- *What's Coming Up Next*

BUY, SELL, MERGE

Accounting Firm for Sale: Regional NSW

Today, we're thrilled to share our latest mandate, an accounting firm for sale in Regional NSW. A general practice with annualised fee income of circa \$1M and a mature and stable team in place. Could this be your 2nd office (expansion time) or an opportunity to increase your core fee income if located in close proximity to you?

Xero and BGL are the practice management softwares.

Expressions of interests welcome [HERE!](#)



New Mandate to Sell Down Rather Than Sell Out: Melbourne

Our client has mandated us to sell 70% of the equity in his rapidly growing firm. With 90% of revenue recurring each month, and a TEC (total employment cost) of only 33%, this highly profitable boutique firm will make an ideal "2nd brand" opportunity for an established firm that has a budding equity prospect on the team.

Together, you and your employee can acquire the majority share and ensure you don't lose your employee to an external equity opportunity!

Expressions of interests welcome [HERE!](#)

MARKETING

Why Your Digital Footprint is Important

In the digital era, a company's online presence goes beyond a website and social media accounts. Its entire digital footprint encompasses interactions, content, and data. Managing and optimising a company's digital footprint is crucial for success. This article explores why a company's digital footprint matters and its impact on growth and reputation.

1) Brand Visibility & Reputation:

A company's digital footprint directly affects brand visibility and reputation. Consumers research online before making decisions. A positive digital footprint enhances credibility and attracts customers, while a negative one leads to mistrust.

2) Customer Engagement & Relationships:

A company's digital footprint fosters engagement and builds relationships. Social media, website content, and customer support shape the experience. A well-managed digital footprint enables personalised engagement and strengthens loyalty.

3) Search Engine Optimisation (SEO) & Discoverability:

A solid digital footprint improves search rankings and discoverability. Optimising content and using relevant keywords boost online visibility, driving organic traffic and generating leads.

4) Competitor Analysis & Insights:

Analysing a company's digital footprint allows competitor research and industry insights. Monitoring activities and content strategies provides valuable intelligence.

5) Crisis Management & Brand Protection:

A solid digital footprint aids crisis management and brand protection. Responding to feedback and managing reputation during tough times is crucial.

A company's digital footprint impacts its current clients and prospects, including potential recruits. This is key to protecting your brand.

Ready to maximise your company's digital footprint? Reach out to us today! Click [HERE](#).

WHAT'S COMING UP NEXT?

AUG 10

BEST PRACTICE LEADERSHIP PROGRAM

Leadership Essentials

1:00 PM - 4:00 PM AEST

For August, our Leadership Program for Accountants and Business Owners is focused on "Leadership Essentials".

[TO LEARN MORE, REACH OUT TO US HERE!](#) (Calendly)

AUG 17

MASTER YOUR ACCOUNTING FIRM

FREE ONLINE MASTERCLASS

12:00 PM - 2:00 PM AEST

Gain our system that has turned thousands of accountants and entrepreneurs into Business Masters!

[YOU CAN REGISTER HERE FOR FREE!](#)

INNER CIRCLE CLUB AND GALA AWARDS NIGHT

SEPT 4 - 5

THE INNER CIRCLE CLUB & BEST PRACTICE NATIONAL AWARDS NIGHT

MERCURE MELBOURNE DONCASTER

Day 1: 8:30AM - 4:30PM AEST

A quarterly strategic planning & accountability event for results driven accountants & advisors.

Gala Awards Night: 6:30PM - 10PM AEST

For the first time since lockdown, our best practice national gala awards evening with live entertainment.

Day 2: 8:00AM - 3:30PM AEST

A quarterly strategic planning & accountability event for results driven accountants & advisors.

[TO LEARN MORE, CLICK HERE!](#)

ADDRESS

832 High St, Kew
East, VIC 3102

TEL 1300 274 636

EMAIL team@bpgroup.com.au

WEBSITE

bpconsultingservices.com.au

Private Consulting

- Growth Strategy Workshops
- Succession Planning
- Strategic Planning Workshops
- Practice Development Plans
- Sales Training

Buy Sell Merge

- Buying An Accounting Firm
- Selling An Accounting Firm
- Merging Your Accounting Firm
- Valuations: What's My Firm Worth?

Marketing

- Digital Audits
- Growth Strategies
- Customer Care
- Social Media

Recruitment

- Advertised Search
- Executive Search
- Personality Profiling

Success By Design

- Staff Appraisals
- Structure Review
- Technology Audits
- Tech Stack Consulting

BEST PRACTICE