

**Accountants and Business Advisors – Are You Preparing For Crowd-Sourced Funding?**

Hello, I’m Peter Towers, Managing Director of ESS BIZTOOLS and ESS BASIP. Welcome to Accountants Minute.

A tremendous opportunity for small/medium enterprises is about to occur in Australia whilst at the same time a potential new income stream will be available for accountants and business advisors who grasp the opportunity to assist their small medium enterprise clients to participate in this tremendous new opportunity for their businesses.

For accountants, an additional benefit is that your accountancy team members will be able to undertake “real accountants work”.

Crowd-Sourced Funding is the new product on the market that is causing significant excitement to small/medium enterprise operators.

Crowd-Sourced Funding is in its final rundown to the launch date on **29th of September 2017**.

ASIC will be announcing in the near future the regulations that will relate to “propriety limited companies” being able to convert to “unlisted public companies”.

ASIC will also be finalising the regulations relating to the financial services industry licensees who have a special endorsement for Crowd-Source Funding who will be the “Intermediaries” under this program.

The Intermediaries will be responsible for ensuring that all of the legislative requirements have been attended to and that the company has been able to present adequate documentation to be able to have their company listed on the Intermediary’s website where investors will be able to visit for a period of up to ninety days to review the Offer Documents and to contemplate making an investment into the company.

This is the commencement of a new era for Australian small/medium enterprises!

This is the first time that small/medium enterprises are going to be able to make a presentation to the “public” to raise capital other than under section 708 of the Corporations Code which required a maximum of twenty investors in a twelve month period. This method of capital raising was not suitable for many smaller businesses.

Crowd-Sourced Funding presents an outstanding opportunity for accountants and business advisors to differentiate their services and to clearly identify to the marketplace that the small/medium enterprise market is an area that professional accounting firms can provide a range of services to enable client’s expectations to be met.

The Australian government expects thousands of companies will take advantage of Crowd-Sourced Funding and Early Stage Innovation Company Capital Raising over the next one to two years.

Have you thought about which of your clients might be interested in undertaking a capital raising?

The clients that could be interested could include:

* businesses contemplating expansion
* businesses wishing to launch a new product to the market
* businesses with succession issues
* businesses wanting to pay out debt and save interest. This could be to family members or friends who have lent money to start the business
* businesses which have run up credit card debts as a way of financing their business operations who would like to pay out those debts and save interest.

ESS BIZTOOLS has developed a Crowd-Sourced Funding package which will assist accountants/business advisors to launch a new exciting service for your clients.

The Crowd-Sourced Funding Package includes articles, forms and templates, advice on the preparation of the Crowd-Sourced Funding Offer Document, articles on the Intermediary’s responsibilities and powers.

You can subscribe to the Crowd Sourced Funding Standalone Package for $299 including GST - twelve months 24/7 access. To subscribe to this stand-alone package, please [click here](http://www.essbiztools.com.au/index.php?option=com_payplans&view=plan&task=login&plan_id=36&Itemid=310).

Perhaps you would like to take advantage of the special discount that is available to celebrate the commencement of Crowd-Sourced Funding on the ESS BIZTOOLS’ Gold Package (which includes the Crowd-Sourced Funding Package) for a **25%** discount price of **$2,227** including GST for twelve months 24/7 access per office. To subscribe to ESS BIZTOOLS’ Gold Package, please click on “[Subscriptions](http://www.essbiztools.com.au/index.php?option=com_content&view=article&id=43&Itemid=53)”.

I have pleasure in inviting you to participate in a free webinar “Are You Prepared for Crowd-Sourced Funding?” to be presented on Thursday 21st of September 2017 at 12:30 pm. To register for the webinar, please [click here](https://attendee.gotowebinar.com/register/870992814808003074).

Please contact us for further information at [www.essbiztools.com.au](http://www.essbiztools.com.au) or email [peter@essbiztools.com.au](mailto:peter@essbiztools.com.au) or telephone 1800 232 088.

Have a great day.

Peter Towers

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