

CROWD SOURCED FUNDING – WHY SME DIRECTORS LOVE IT!

Over \$100m has been raised by companies in Australia utilising Crowd Sourced Funding Equity Raising.

These funds have been raised without the company having to offer any assets as security for a borrowing, or personal guarantees or pay monthly payments of principal and interest.

Private companies and unlisted public companies with group turnovers less than \$25m and gross value of assets less than \$25m are able to raise a maximum of \$5m over a 12 month period utilising the Federal government approved process.

To be able to utilise this opportunity to raise capital the directors and leadership team will need to have a defined vision for the company and a desire to “scale up” the company’s operations to be a more effective business in the future.

Accountants who are monitoring clients’ strategic planning are in a great position to identify clients who might be interested in raising capital in this manner.

If your accounting firm is seeking to offer diversified services this is an opportunity that you could consider for some of your clients. If you are interested in finding out more this why not visit www.essbiztools.com.au?

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