**Landing Page – Crowd Sourced Funding Equity Raising – Accountants**

What is your vision for your accountancy/business advisory firm over the next 12 months?

Do you want to be recognised as a progressive firm that is able to deliver a range of commercial services which will assist your clients to go to the “next level” whilst your firm continues to offer your clients outstanding “trusted advisor” services – thus giving tremendous job satisfaction to your team and creating new “income streams” for your accountancy/business advisory firm?

If this is a generalisation of your vision you will undoubtedly be interested in this article.

<Insert Affiliate Name> has linked with ESS BIZTOOLS, Australia’s leading developer of “Business Advisory/Commercial Services Product Packages” for accountancy/business advisory firms, to bring accountants/business advisors an awareness of an exciting new opportunity for small and medium-sized businesses to raise capital for their businesses and to create a new “income stream” for accountancy/business advisory firms.

Crowd Sourced Funding Equity Raising is now available for Small Proprietary Companies and Public Companies which meet the eligibility requirements.

The eligibility requirements are:

* group annual turnover less than $25 million
* group gross value of assets less than $25 million
* neither the company, nor a related party, can be a listed corporation anywhere in the world
* neither the company, nor any related party of the company, can be included in an official list of a financial market operated outside of Australia
* neither the company, nor any related party, has the intention of utilising the funds sought to be raised by the offer to issue a credit facility to the company or a related party of the company (includes investment in securities or interest in other entities or managed investment schemes)

There is no concern with…

* the age of the company; or
* the business or industry in which the company operates.

Ten key characteristics that, we believe, at least one of, will apply for eligible companies:

1. A company/business with turnover over $2 million that wishes to “scale up”.
2. A fast-growing ambitious business.
3. A company wanting to expand.
4. A company wanting to acquire other businesses.
5. A company with a CEO with a “big audacious idea” that management believes can be implemented.
6. A CEO with an exciting vision.
7. A company with debts that the directors would like to repay, save interest and enable the security, that has probably been supplied by someone else, to be released.
8. A "Bank of Mum and Dad Loans" (Financial Review article 25th November 2018 indicated that "Mum and Dad" fund 25% of SME loans).
9. A company with a “succession problem” that an injection of new capital would assist in sorting out.
10. A company with a new product, process or service that does not qualify for the status of an Early Stage Innovation Company because of the company’s age, turnover or expenditure being higher than the allowed amounts.

New Income Stream:

The majority of companies interested in Crowd Sourced Funding Equity Raising will require assistance from accountancy/business advisory firms for the preparation of their Crowd Sourced Funding Offer Document and possibly associated documents. This gives an outstanding opportunity for your firm to offer proactive advice to your clients and prospects and to differentiate your services from those of your competitors – thus creating a “new income stream”.

Potential sources of new income:

* Crowd Sourced Funding Equity Raising Mentoring – indicative fees $5,000 - $11,000 (plus GST).

Potential additional fees from associated documents:

* Preparation of a business plan – indicative fees $10,000 - $30,000 (plus GST).
* Preparation of Budgets and Cashflow Forecasts for 3 years – indicative fees $3,000 - $10,000 (plus GST).
* Company valuation and share price determination - indicative fees $10,000 - $25,000.
* Company directors mentoring advice relative to corporate governance – indicative fees $2,000 - $10,000 (plus GST).
* Preparation of Crowd Sourced Funding Offer Document indicative fees $10,000 - $20,000 (plus GST).
* Virtual Chief financial Officer services - indicative fee $10,000 - $125,000 (plus GST).

([Click here](https://youtu.be/qtuHbjtDf_w)) Video - "Do You Want Your Clients to Grow?" *(2 minutes)*

Your investment:

ESS BIZTOOLS' Crowd Sourced Funding Equity Raising Package annual subscription with 24/7 access – $999 (incl GST) per office. For details ([Click here](https://www.essbiztools.com.au/index.php?option=com_content&view=article&id=2008&Itemid=732))

Would you like to subscribe to ESS BIZTOOLS' Crowd Sourced Funding Package? (Click here)

OR

Alternatively, if you wish you could subscribe to the ESS BIZTOOLS' Gold Package – for details ([Click here](https://www.essbiztools.com.au/index.php?option=com_content&view=article&id=2028&Itemid=778)) – which includes the Crowd Sourced Funding Equity Raising Package for an annual subscription of $2,970 (incl GST) per office with 24/7 access.

Would you like to subscribe to ESS BIZTOOLS' Gold Package? (Click here)

The ESS BIZTOOLS' Crowd Sourced Funding Equity Raising Package includes:

* Overview of Crowd Sourced Funding Equity Raising
* Identifying Clients Who Might be Interested – 14 Point Checklist
* Marketing and Promotional Material to Inform Clients
* Explanation of CSF Intermediary’s Role and Responsibilities
* Step-By-Step Guide to Producing a CSF Offer Document
* Overview of the Offer Platform Process
* Post Capital Raising Guide
* Checklist for Each Step of the Capital Raising Process
* Mentoring Package 1 x 60-minutes

Suggested Additional Reading

Crowd Sourced Funding blog articles produced by ESS BIZTOOLS, including videos:

* This Could Be Just What You’re Looking For! (Accountants Minute 175) – ([Click here](https://youtu.be/aWkvFKYOM8k))
* Do You Want Your Clients to Grow (Accountants Minute 176) – ([Click here](https://youtu.be/qtuHbjtDf_w))
* Don’t Forget Medium-Sized Companies for Crowd Sourced Funding (Accountants Minute 177) – ([Click here](https://youtu.be/gTDAr52CRqI))
* Crowd Sourced Funding Presents Advisory Work Opportunities (Accountants Minute 178) - ([Click here](https://www.essbiztools.com.au/index.php?option=com_zoo&task=item&item_id=199&Itemid=639))
* CSF Could Help Repay Mum & Dad Loans (Accountants Minute 179) - ([Click here](https://www.essbiztools.com.au/index.php?option=com_zoo&task=item&item_id=202&Itemid=639))
* Is Your Firm Committed To Supplying Advisory Services? (Accountants Minute 180) ([Click here](https://www.essbiztools.com.au/index.php?option=com_zoo&task=item&item_id=203&Itemid=639))
* Complacency - A Good Way To Go Broke (Accountants Minute 181) ([Click here](https://www.essbiztools.com.au/index.php?option=com_zoo&task=item&item_id=204&Itemid=639))