**EXECUTIVE SUMMARY**

**WEBINAR “7 FACTS ABOUT CROWD SOURCED FUNDING EQUITY RAISING”**

Accountancy firms have the opportunity to create new income streams. To do so the firm will need to be:

* Progressive
* Innovative
* Open to new business ideas
* Committed to helping your clients build a future

Already $23.1 million has been raised by 27 companies utilising Crowd Sourced Funding Equity Raising.

There is a wide range of businesses that have been able to raise capital and these are summarised in the PowerPoint slides.

Crowd Sourced Funding Equity Raising is a Win / Win situation!

* Win for accountants – diversify and generate new revenue streams
* Win for accounting team – involve the new, varied and interesting work
* Win for some clients – reorganise their business finances/take advantage of new market opportunities

Crowd Sourced Funding Equity Raising represents the biggest improvement in business financing for small businesses and medium-sized businesses for the last 35 years!

7 Key Facts That Will Assist in the Diversification of Your Firm:

* Fact 1 – Crowd Sourced Funding is already proven in major international economies.
* Fact 2 – available to small proprietary companies without having to upgrade to an unlisted public company.
* Fact 3 – substantial work opportunities for accountants/business advisors.
* Fact 4 – most companies interested in raising crowd sourced funding will be clients of small/medium-sized accountancy firms.
* Fact 5 – your team will be happy – they will have a new role as business advisors – not just taxation – will contribute to team retention and assist in attracting new enthusiastic team members.
* Fact 6 – clients will be happy – greater appreciation of your firm’s worth to their company.
* Fact 7 – raising equity capital has significant advantages for some of your clients – no security required – no personal guarantees – no monthly repayments.

ESS BIZTOOLS has developed the Crowd Sourced Funding Equity Raising Product Package to assist accounting firms/business advisors to deliver proactive business consulting services to your clients. The product package includes:

* Team training material;
* Marketing/promotional material relative to Crowd Sourced Funding Equity Raising;
* Quotations and proposals that you may use;
* Articles to supply clients;
* Detailed guide for the delivery of professional services.

What is in it for you – in addition to the items listed above, fees for professional services from $1,000 -$40,000 and for your team a great work experience.

The ESS BIZTOOLS’ special New Year **40% discount** is available until close of business **28 February 2019**. This means that your investment in the Crowd Sourced Funding Equity Raising Product Package is only $599 including GST or alternatively you can avail yourself of the **40% special discount offer** on the ESS BIZTOOLS’ Gold Package for an investment of $1,782 including GST before **28 February 2019**.

If you have any questions on any aspect of the Crowd Sourced Funding Equity Raising Product Package developed by ESS BIZTOOLS. please do not hesitate to contact us:

* Email: [peter@essbiztools.com.au](mailto:peter@essbiztools.com.au);
* Telephone: 1800 232 088; or
* Visit our website at [www.essbiztools.com.au](http://www.essbiztools.com.au)