



The Reality of Business Ownership – Why Top 20% Benchmarking Matters

Across Australia, small business owners are working harder than ever — but most aren't being financially rewarded.

Recent data paints a stark picture:

- 43% of small businesses make no profit** – nearly half operate without a financial return.
- 75% of owners earn less than the average Australian wage** – despite long hours and responsibility.
- 30% of agribusinesses lose money each year** – even established industries struggle.

These figures show that many clients are working for little or no return. Accountants see this every day, yet most benchmarking tools compare performance to the average — which includes underperformers.

Top 20% Benchmarking, developed by **TaxFitness**, changes that. It compares clients against the best in their industry — showing what's possible, not what's typical.

Benchmarking to the top 20% helps identify improvement areas, quantify financial gaps, and motivate clients to lift results. For accountants, it turns compliance meetings into quick, high-impact advisory conversations.

Discover how to add Top 20% Benchmarking to your client work. **Make sure to use the Referral Code: ESS100 for \$200 off your annual subscription.**

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