



Why Clients Care About Benchmarking (Even If They Never Say It Out Loud)

By Darren Gleeson, CEO — TaxFitness

Accountants often tell me, *“Darren, clients don’t really care about benchmarking.”* Yes, they do. They care deeply — they just don’t know how to ask for it.

Most small business owners walk around with the same quiet questions:

“Are we actually performing well... or are we behind?”

“Do other businesses make more money than we do?”

“Is my pricing wrong? Are my wages too high? What am I missing?”

Benchmarking gives them straight answers — something they rarely get anywhere else.

Here’s why clients take benchmarking seriously:

1. It cuts through the guesswork.

Most owners make decisions based on gut feel. Benchmarking gives them the truth — fast.

2. It turns noise into a plan.

If you tell a client their wages “seem high”, nothing happens.

If you show them they’re 13% above the Top 20%, they move.

3. It sparks competitive drive.

Every business owner compares themselves. Benchmarking points them at the right benchmark — the best in their industry.

4. It makes advisory real.

When a client sees they’re \$80,000 off Top 20% performance, the conversation changes instantly.

5. It gives them hope.

Business is hard. Benchmarking shows improvement is possible — and measurable.

Clients don’t want more reports.

They want clarity, direction and confidence.

Benchmarking delivers all three.

More info: www.taxfitness.com.au

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