



Accounting 1000-100

Example Financial Model

2023

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Client inputs

Key Parameters - Refer to Assumptions tab for further details

Subscription Plan - Professional

Start Date	1-Jan-23
Financial Services Revenue Share to Subscriber Firm (Refer to note below)	80%
SMSF Report Revenue Share, e.g., 40 SMSFs	100%
Standard Revenue Share for Financial Services	80%
Client Subscriptions Revenue	0%

Results snapshot

	Total Revenue	Annual Ongoing Rev.	Total Costs	Annual Ongoing Costs	Net Position	Business Capital Value (on Gross Revenue)
YR 1	\$55,999	\$2,720	\$18,439	\$18,439	\$37,559	\$89,704
YR 5	\$100,939	\$35,438	\$18,439	\$18,439	\$82,499	
5 YR Total	\$422,172	\$106,898	\$92,197	\$92,197	\$329,976	

Client Referral Rates

Number of Subscriber Firm clients	1,000	
Client referral rate per month	1.250%	Max 1.7% (would cover 100% of clients in the 5 years) - Will vary based on Subscriber Client Business
Qualified referrals per month	75%	Of 100% of clients referred - 25% of all referred clients are then qualified out of the system

	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	
Seasonal Fluctuations - reducing final client numbers	15%	30%	45%	60%	80%	80%	80%	80%	80%	60%	45%	30%	Repeats each year
Results in New Clients each year of:	1.41	2.81	4.22	5.63	7.50	7.50	7.50	7.50	7.50	5.63	4.22	2.81	Repeats each year

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5 Year Revenue Projections

Accumulated Revenue	\$	422,172
Business Capital Value	\$	89,704

	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Revenue from Clients <small>from below</small>	2,500	2,526	2,599	2,677	3,387	4,148	4,911	5,672	6,664	6,857	6,986	7,070	55,999	78,418	89,876	96,941	100,939	422,172
Costs																		
One-off																		
Establishment Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Onboarding Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ongoing																		
Subscription Fee pm	700	700	700	700	700	700	700	700	700	700	700	700	8,400	8,400	8,400	8,400	8,400	42,000
Marketing Program Fees pm	290	290	290	290	290	290	290	290	290	290	290	290	3,480	3,480	3,480	3,480	3,480	17,400
Adviser/Broker Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Product Integration Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Excess SMSF Report fees	547	547	547	547	547	547	547	547	547	547	547	547	6,559	6,559	6,559	6,559	6,559	32,797
	1,537	1,537	1,537	1,537	1,537	1,537	1,537	1,537	1,537	1,537	1,537	1,537	18,439	18,439	18,439	18,439	18,439	92,197
Total costs	1,537	1,537	1,537	1,537	1,537	1,537	1,537	1,537	1,537	1,537	1,537	1,537	18,439	18,439	18,439	18,439	18,439	92,197
Profit	963	990	1,063	1,140	1,851	2,612	3,375	4,135	5,127	5,320	5,449	5,534	37,559	59,978	71,437	78,502	82,499	329,976

Note: The integration of any in-house product/services will attract a maximum fee of \$2.5k pa.

Note: SMSF Check-Up Report - Assume this Firm has 100 eligible SMSF's, thereby only having to pay for the 40 funds in excess of their allotted 60 reports at no-cost. Excess reports will cost the firm \$164 + gst - per report.

Note: The Calculations include: a) Revenue earned when selling the reports to SMSF clients at \$300 (+gst) per report (+ their time cost - not included), but not b) The financial value of the 60 reports available at no cost - saving \$10k pa.

Revenue from Clients (for above)

	2,500	2,526	2,599	2,677	3,387	4,148	4,911	5,672	6,664	6,857	6,986	7,070	55,999	78,418	89,876	96,941	100,939	422,172
Total Revenue from Clients	2,500	2,526	2,599	2,677	3,387	4,148	4,911	5,672	6,664	6,857	6,986	7,070	55,999	78,418	89,876	96,941	100,939	422,172
SMSF Report Revenue	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	29,999	29,999	29,999	29,999	29,999	149,994
Subscription Revenue	-	-	-	-	-	-	-	-	-	-	-	-	0	0	0	0	0	-
Initial Revenue	-	27	73	120	795	1,506	2,193	2,894	3,815	3,920	3,956	3,980	23,280	35,495	35,502	35,502	35,502	165,280
Planning	-	27	73	120	228	358	459	573	718	793	815	832	4,995	8,135	8,135	8,135	8,135	37,535
Digital Advice Plans (DAP)	-	27	73	120	167	236	276	290	313	348	329	292	2,471	3,511	3,511	3,511	3,511	16,515
Comprehensive Advice Revenue	-	-	-	-	61	122	182	284	405	446	486	540	2,525	4,624	4,624	4,624	4,624	21,020
Finance	-	-	-	-	422	844	1,266	1,688	2,250	2,250	2,250	2,250	13,219	19,266	19,266	19,266	19,266	90,281
Initial Finance Fee	-	-	-	-	422	844	1,266	1,688	2,250	2,250	2,250	2,250	13,219	19,266	19,266	19,266	19,266	90,281
Insurance	-	-	-	-	13	32	51	70	100	114	121	121	501	1,442	1,448	1,448	1,448	6,287
Initial Insurance	-	-	-	-	13	32	51	70	100	114	121	121	501	1,442	1,448	1,448	1,448	6,287
Property	-	-	-	-	113	225	338	450	600	600	600	600	3,525	5,138	5,138	5,138	5,138	24,075
Property Fee	-	-	-	-	113	225	338	450	600	600	600	600	3,525	5,138	5,138	5,138	5,138	24,075
Legal	-	-	-	-	16	33	49	65	87	87	87	87	511	745	745	745	745	3,491
Estate Planning	-	-	-	-	16	33	49	65	87	87	87	87	511	745	745	745	745	3,491
Aged Care	-	-	-	-	17	34	51	68	90	90	90	90	529	771	771	771	771	3,611
Initial Fees	-	-	-	-	17	34	51	68	90	90	90	90	529	771	771	771	771	3,611
Ongoing Revenue	-	-	26	57	92	143	218	277	349	437	530	591	2,720	12,924	24,375	31,441	35,438	106,898
Planning	-	-	-	-	1	4	8	13	22	31	41	41	119	1,138	2,282	3,307	3,433	10,280
Ongoing Advice Fee	-	-	-	-	1	4	8	13	22	31	41	41	119	1,138	2,282	3,307	3,433	10,280
Investment (incl Superannuation)	-	-	3	12	25	43	68	97	128	161	197	231	965	4,939	9,063	12,985	16,713	44,665
Ongoing Fees	-	-	3	12	25	43	68	97	128	161	197	231	965	4,939	9,063	12,985	16,713	44,665
Finance	-	-	-	-	9	26	53	88	135	182	229	229	721	5,271	10,087	12,938	12,938	41,953
Trailing Finance Fee	-	-	-	-	9	26	53	88	135	182	229	229	721	5,271	10,087	12,938	12,938	41,953
Insurance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Renewal Insurance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Compare & Connect	-	-	23	45	68	90	120	120	120	120	120	90	915	1,577	2,943	2,212	2,354	10,000
Fees & Renewals	-	-	23	45	68	90	120	120	120	120	120	90	915	1,577	2,943	2,212	2,354	10,000

Financial Model Partner Group – Assumptions

Client Pool

- The number reflects that of the Subscriber Client cohort as advised to moneyGPS or by way of examples reflecting size of Subscriber Firm by client numbers
- **Client take-Up of Financial Services:**
 - Referral Rates can be adjusted if required:
 - Note: The rate has been set at a conservative levels but can be adjusted for any given subscriber group.
 - It is also reduced by 25% immediately upon referral to exit non-qualified clients.
 - It is then reduced by a further 10% - 85% in allowing for seasonal factors, i.e. Easter, Christmas period, School holidays, Tax deadlines etc
- **Financial Considerations:**
 - The Subscriber Firm will receive 80% of all initial & ongoing revenue from any financial service products acquired by their client cohort.
 - Note: The Subscriber Firm can elect to rebate any % of these funds to the client.
 - Note: moneyGPS will direct the remaining 20% of revenue to several charities.
 - The Subscriber Firm will also receive the following:
 - 50% of all revenue received via the purchase of Digital Advice Plans
 - Note: Subscriber Firms do not participate in the Client Subscription Fee.
 - Fees included in the modelling – per Subscriber category & where relevant:

▪ Onboarding	▪ Establishment	▪ Annual Subscription Fee
▪ Product & Services integration costs		▪ Individual AR & Broker fees
 - Assumptions for Service & Product allocations: For all clients that eventually come through the two-levels of Qualifications and Seasonal Adjustments, their buying habits are as follows:
 - Digital Plans: Average of 50% acquire 1 Plan and then only 25% (50% reduction) acquire a further 1 Plan
 - Lending & Finance: Average of 20% will use the lending services
 - Between 10% - 60% acquire the following products: Insurance, Investment Program, Super Investing
 - Comprehensive Financial Plan Plans: Maximum of 15% will be referred to a financial adviser over time
 - Estate Planning: 25% on average will use either Online Wills or Comprehensive Estate Planning
 - Other services inc: Aged Care, Direct Property etc secure between 2% - 10% take-up across all clients.
 - moneyGPS receives referral fees from Service Providers of between 10% - 45% of initial commission and 10% - 20% of ongoing/trail commission depending on the product or service acquired. The referral fee % payment may vary over time if contract conditions change, or a service provider is replaced.
 - Full disclosure of all referral fee arrangements are found on the moneyGPS platform.
- **Comprehensive Marketing Program – relevant to the demographic segment:**
 - The Subscriber Firm will either:
 - a) Guarantee to issue all marketing content to their client cohort or
 - b) Agree to provide their client data-base details to a secure third-party administrator to issue all 'White-labelled' moneyGPS marketing collateral, which will include the provision of details of the T&C, Privacy Protocols & Security policies, and systems in place.
 - Regular EDMs, and other relevant campaigns via mainstream & Social Media activities to be undertaken across a range of financial advice topics and services – focussing on seasonal events & topics where relevant, including but not limited to:

▪ Lending & Finance	▪ Superannuation	▪ Non-Super Investments
▪ Personal Insurance	▪ Women's Focussed Activities	▪ Direct Property Investing
▪ Pre/Post-Retirement Planning	▪ Aged Care Planning & Advice	▪ Estate Planning
 - Introduction of regular digital newsletters & competitions
 - Webinars & Podcasts
 - Note: The Subscriber Firm can:
 - Decide not to participate in any one of the standard set of campaigns, or contract moneyGPS and its marketing partners to create bespoke campaigns.
- **Note:** Management reporting will be provided to review the progress and success of all activities.