



Accounting 4000-180

Example Financial Model

2023

Accounting 4000-180

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	\$157,999	\$10,879	\$11,880	\$11,880	\$146,119	\$358,817
YR 5	\$337,759	\$141,752	\$11,880	\$11,880	\$325,879	
5 YR Total	\$1,358,713	\$427,592	\$59,400	\$59,400	\$1,299,313	

Client Referral Rates

Number of Subscriber Firm clients	4,000	
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:	5.63	11.25	16.88	22.50	30.00	30.00	30.00	30.00	30.00	22.50	16.88	11.25	Repeats each year

Accounting 4000-180

5 Year Revenue Projections

Accumulated Revenue	\$	1,358,713
Business Capital Value	\$	358,817

	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 <i>from below</i>	4,500	4,606	4,897	5,207	8,050	11,094	14,146	17,187	21,156	21,929	22,444	22,781	157,999	247,675	293,509	321,771	337,759	1,358,713
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	990	990	990	990	990	990	990	990	990	990	990	990	11,880	11,880	11,880	11,880	11,880	59,400
Total costs	990	990	990	990	990	990	990	990	990	990	990	990	11,880	11,880	11,880	11,880	11,880	59,400
Profit	3,510	3,616	3,907	4,217	7,060	10,104	13,156	16,197	20,166	20,939	21,454	21,791	146,119	235,795	281,629	309,891	325,879	1,299,313

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 180 eligible SMSF's, and as is has selected the Enterprise Plan can generate an unlimited number of reports at no additional fee.

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)

	4,500	4,606	4,897	5,207	8,050	11,094	14,146	17,187	21,156	21,929	22,444	22,781	157,999	247,675	293,509	321,771	337,759	1,358,713
Total Revenue from Clients	4,500	4,606	4,897	5,207	8,050	11,094	14,146	17,187	21,156	21,929	22,444	22,781	157,999	247,675	293,509	321,771	337,759	1,358,713
SMSF Report Revenue	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	54,000	54,000	54,000	54,000	54,000	270,000
Subscription Revenue	-	-	-	-	-	-	-	-	-	-	-	-	0	0	0	0	0	-
Initial Revenue	-	106	294	481	3,182	6,023	8,773	11,578	15,260	15,680	15,824	15,919	93,120	141,981	142,007	142,007	142,007	661,121
Planning	-	106	294	481	911	1,430	1,834	2,292	2,872	3,172	3,259	3,328	19,981	32,540	32,540	32,540	32,540	150,139
Digital Advice Plans (DAP)	-	106	294	481	668	944	1,105	1,158	1,252	1,390	1,315	1,168	9,883	14,045	14,045	14,045	14,045	66,061
Comprehensive Advice Revenue	-	-	-	-	243	486	729	1,134	1,620	1,782	1,944	2,160	10,098	18,495	18,495	18,495	18,495	84,078
Finance	-	-	-	-	1,688	3,375	5,063	6,750	9,000	9,000	9,000	9,000	52,875	77,063	77,063	77,063	77,063	361,125
Initial Finance Fee	-	-	-	-	1,688	3,375	5,063	6,750	9,000	9,000	9,000	9,000	52,875	77,063	77,063	77,063	77,063	361,125
Insurance	-	-	-	-	52	128	204	280	399	457	483	483	2,004	5,766	5,793	5,793	5,793	25,149
Initial Insurance	-	-	-	-	52	128	204	280	399	457	483	483	2,004	5,766	5,793	5,793	5,793	25,149
Property	-	-	-	-	450	900	1,350	1,800	2,400	2,400	2,400	2,400	14,100	20,550	20,550	20,550	20,550	96,300
Property Fee	-	-	-	-	450	900	1,350	1,800	2,400	2,400	2,400	2,400	14,100	20,550	20,550	20,550	20,550	96,300
Legal	-	-	-	-	65	131	196	261	348	348	348	348	2,045	2,980	2,980	2,980	2,980	13,964
Estate Planning	-	-	-	-	65	131	196	261	348	348	348	348	2,045	2,980	2,980	2,980	2,980	13,964
Aged Care	-	-	-	-	68	135	203	270	360	360	360	360	2,115	3,083	3,083	3,083	3,083	14,445
Initial Fees	-	-	-	-	68	135	203	270	360	360	360	360	2,115	3,083	3,083	3,083	3,083	14,445
Ongoing Revenue	-	-	104	226	369	571	873	1,110	1,396	1,749	2,120	2,362	10,879	51,694	97,502	125,764	141,752	427,592
Planning	-	-	-	-	5	15	30	53	87	124	164	164	478	4,551	9,129	13,229	13,733	41,119
Ongoing Advice Fee	-	-	-	-	5	15	30	53	87	124	164	164	478	4,551	9,129	13,229	13,733	41,119
Investment (incl Superannuation)	-	-	14	46	99	170	272	389	511	643	790	924	3,859	19,755	36,253	51,939	66,852	178,658
Ongoing Fees	-	-	14	46	99	170	272	389	511	643	790	924	3,859	19,755	36,253	51,939	66,852	178,658
Finance	-	-	-	-	35	105	211	352	539	727	914	914	2,883	21,082	40,348	51,750	51,750	167,813
Trailing Finance Fee	-	-	-	-	35	105	211	352	539	727	914	914	2,883	21,082	40,348	51,750	51,750	167,813
Insurance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Renewal Insurance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Compare & Connect	-	-	90	180	270	360	480	480	480	480	480	360	3,660	6,306	11,772	8,846	9,418	40,002
Fees & Renewals	-	-	90	180	270	360	480	480	480	480	480	360	3,660	6,306	11,772	8,846	9,418	40,002

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.