

Media Release – Immediate

June 16 2015

“Successful UK franchise TaxAssist Accountants to launch in Australia”

New South Wales based accountants partners Terry Murphy (CPA) and Celeste Godwin (B Bus) have become Australia’s first Regional Master Franchisees for a unique packaged accounts and tax service for small businesses and the self-employed.

Terry & Celeste have signed a Regional Master Franchise Licence for Queensland, with TaxAssist Accountants, with a commitment to take New South Wales by September 2016.

Currently Terry & Celeste have 6 practices across both Queensland and New South Wales which, starting with the Queensland practices, they will rebrand as TaxAssist Accountants, so they will have an instant footprint when they are ready to start recruiting franchisees.

The franchise network, established in the UK 20 years’ ago, has seen year-on-year growth of 14% in the UK, building a fee income of more than £36 million (AUS\$71 million). The company signed its first international Master Licence in the Republic of Ireland five years ago, which is now a 23-franchisee network with fee income of over €5 million (AUS\$9.9 million).

Terry said “We have been tracking TaxAssist in the UK for a few years now and have been impressed with their achievements and progress. It was therefore an opportunity we couldn’t say no to, when I saw an advert advertising the master franchise rights here in Australia.”

“As experienced and innovative accountants, both Celeste and myself are looking forward to using our skills, along with the proven TaxAssist business model to build a successful network of franchisees. They will not only benefit from our business and technical awareness, but also the comprehensive training, marketing and business development support from a long-established and multi award-winning franchisor. This should create a very strong platform for future growth.”

Like the UK, the small business market is huge in Australia at over 96% of the total business market. I know that the welcoming, straight-talking approach, with accountants in shop-front offices in prime high street positions, which has proven to be so successful in the UK, is exactly what small businesses in this country need. We both can’t wait to get started!”

Karl Sandall, the CEO of the TaxAssist Group said “We’re delighted to be launching in Australia, which has a burgeoning franchise sector, with business format franchises worth some AUS\$65 billion, but does not yet offer our unique packaged accounts and tax service for small businesses. We see a significant growth opportunity and couldn’t make a better start than with the experienced team of Terry and Celeste.”

TaxAssist Accountants plans to grow its business in Australia with Master Franchisees for Victoria and Tasmania and South Australia, Western Australia and Northern Territory. Future international expansion is planned for the U.S., New Zealand and Canada.

TaxAssist are looking for Franchise Owners throughout Australia. Expressions of interest can be registered by contacting Jane Lombard at The Franchise Shop on 1300 139 557 or for more information go to www.thefranchiseshop.com.au

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Colour photos available.

For Further Information contact: The Franchise Shop

Contact Jane Lombard

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