

# Accounting for Real Estate



*"As you would know, being the Principal in charge of a real estate agency is no picnic in the park. You experience the highs and lows associated with a variable property market and have to contend with ever increasing REIV and Government regulations, ethical standards, weekend work, long hours and difficult vendors."*

*Paul Dobson - Director*

Here at Kelly+Partners Melbourne / SBG Accountants we understand the real estate business. Over the years, SBG Accountants and their team of accountants have mentored dozens of real estate agents through the various stages of their business life cycle, from start up right through to sale. The team offer you experience and an intimate understanding of the real estate industry.

## *Thinking of Starting or Buying Into a Real Estate Agency?*

As a business start-up specialist we can provide you with a comprehensive range of accounting, tax and business coaching services. To help you make the right opening moves in your real estate agency we have created a number of practical tools including a comprehensive start up expense checklist. This tool is designed to help you identify all your potential start up costs broken down into categories including leasehold improvements, IT, marketing, equipment, furniture & fittings, professional services, licenses and working capital. These figures then automatically feed into an integrated cash flow budget to help you identify any finance requirements and they can also tuck neatly into a business plan.

# Accounting for Real Estate

*"We are not just tax Accountants, we are business and profit builders who want you to succeed. We service the needs of a number of real estate Principals and offer you strategies to grow your business, your profits and your wealth. If you're looking to get your real estate agency off to a flying start or want to grow your existing agency, call us today on (03) 9629 6744."*

*Paul Dobson - Director*



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All real estate agents want to grow their business, their profits and their wealth. For that reason we strive to help you 'know your numbers' and that includes understanding the 4 Ways to Grow Your Business. If you understand the key profit drivers in your business we can talk you through profit improvement strategies and quantify the profit improvement potential in your business. Using industry benchmarks we can analyse the performance of your agency and compare it against your competitors so you understand what is working in the business and what needs working on.

Our unique Business Accelerator Process is all about fast tracking your business success and the team of specialists at SBG Accountants offer real estate agents the full range of accounting, taxation and business coaching services including:

- Start-Up Business Advice for Real Estate Agents and Principals
- Advice regarding the Purchase or Sale of an Agency
- Spreadsheets and Tools including a Start-Up Expense Checklist, Business Plan Template and Cash Flow Budget
- Provide Advice and Assistance with the Establishment of Your Business Structure (sole trader, company, trust, partnership etc.)
- Registrations for Business Name, ABN, TFN, GST, WorkCover etc.
- Preparation of Business Plans, Cash Flows and Profit Projections
- Accounting Software Selection and Training
- Preparation and Analysis of Financial Statements
- Bookkeeping and Payroll Services
- Tax Planning Strategies including Negative Gearing and SMSF
- Marketing Evaluations of your branding, brochures and website
- Assistance with your Website Development, Content and SEO
- Wealth Creation Strategies and Financial Planning Services
- Industry Benchmarking and KPI Management
- Business Succession Planning
- Vehicle & Equipment Finance (Chattel Mortgage & Lease)
- Advice & Assistance with Claiming Motor Vehicle Costs
- Recession Survival Strategies
- Advice regarding Employee Relations and Workplace Laws
- Business & Risk Insurances

*Call us today on (03) 9629 6744 to discuss how we can help you grow your business, your profits and your wealth.*