

# Buying an SBA FRANCHISE

Here is some helpful information to assist you in your decision to purchase an SBA Small Business Accounting franchise. For more comprehensive information please fill out an online enquiry form.



## What sort of franchise opportunities are there?

If you are interested in buying an SBA franchise you have a few options including buying an existing franchise or a new territory.

**Existing SBA:** Existing franchises that come up for sale with an established customer base, operated from a physical shop.

**New territory:** Set up a new SBA with a physical shop in a territory where there is no SBA currently.

## How much does it cost to purchase an SBA franchise?

If you are buying an existing SBA you will pay the market value for it. All new franchises are available throughout New Zealand from \$50,000 +GST for a new territory.

To fit-out a new premise to the corporate standard required by SBA and the purchase of computers, furniture and fittings, allow for a capital investment of up to \$15,000. You will also have all the ongoing costs of a retail shop, like rent and utilities.

## How much can I earn?

This is really down to you. On average new franchises can be earning \$90,000+ in their first year if they are setting up a completely new business. Ultimately we want you to build up your turnover and profits consistently, aiming for an achievable turnover of \$350,000 after 3 years. We expect a third of your turnover to cover the costs of running your franchise, with a third payable for your staff, leaving you with a third of your turnover as net profit.

EARN UP TO

**90K**

IN YOUR FIRST YEAR

AVERAGE CLIENTS

**150-300**

AFTER 3 YEARS

## Do I need to be an accountant?

We seek Franchisees who have sufficient accounting experience to start their SBA business with a strong foundation of technical accounting and tax knowledge. Academic qualifications while an advantage is not a prerequisite, as full training in the SBA business and system is given to achieve an acceptable level of competence.

## What do I get for my Franchise Fee?

- The right to use the Franchisors intellectual property, and proven systems
- Lead generation from SBA's brand recognition, and National advertising
- Comprehensive training and support. Induction training and then ongoing support from our Franchise Development Manager, the head office team, our "help desk" and support partners
- Online operational and marketing manuals, Industry leading software, templates and business processes
- Fully scalable business model

## What are my ongoing costs?

Ongoing royalties and a national advertising levy will be collected by the Franchisor, invoice basis. You will also be required to support the advertising levy with some local activity. Amounts will be disclosed at the next stage. You also need to pay for the running costs of your branch.

## How do I find my clients?

SBA is the largest accounting service network in New Zealand, with a strong national brand that has been around for over 25 years. We have built proven sales and marketing systems that will get you new clients. This includes a comprehensive national marketing strategy comprised of Google AdWords campaigns, TV and radio advertising, online and social media activity and referral campaigns. Your physical shop presence, and an SBA branded vehicle will contribute to the growth of your client base through local brand awareness. The SBA brand drives huge amounts of traffic to our website every day and those warm leads are an integral part of your new client acquisition strategy. Finding clients is not a challenge for SBA franchise owners.

## What marketing do I get?

There is a National Advertising/Brand Awareness fund into which you pay a % of your turnover. This fund is used to promote the SBA brand on TV and radio, Google AdWords, newsletters, online advertising and social media. You are responsible for your own local advertising and are contractually obliged to spend a nominated minimum amount during the period April to March.

## Will I have an exclusive territory?

Yes. You will be given an exclusive marketing area that you own and can service.



## Will my branch come with customers?

It depends on the type of SBA franchise you are buying. If you are buying an existing SBA franchise it will come with customers and you pay for that as part of the sale price as you will be earning from day one. If you are setting up a new territory, the local area and national marketing plans are designed to generate instant awareness and to accelerate immediate client growth, however an allowance should be made for some working capital in the first few months.

## What training do I get?

The SBA Franchisor provides comprehensive initial training onsite at your SBA office premises. Ongoing training will be via our help desk facility, and regular field visits. You also have access to 60+ other franchise owners to learn from.

## Get in touch

To learn more about SBA franchise opportunities, fill in our enquiry form at [sba.co.nz/sba-franchise-opportunities](http://sba.co.nz/sba-franchise-opportunities) or email [enquiries@sba.co.nz](mailto:enquiries@sba.co.nz) and we will be in touch.

## Don't take our word for it...



"SBA has all of the systems and marketing in place to help us be successful. With SBA I'm my own boss and happier than ever before."

**David Yang**  
SBA Mt Eden & SBA New Lynn



"SBA brings you business and, if you take the opportunities wholeheartedly and get out there, then your clients will come."

**Vasily Khrapov**  
SBA Burnside & SBA Papanui



"SBA allows you to develop your business as you see fit, while having access to an incredible amount of support should you need it."

**Steve Goddard**  
SBA Hibiscus Coast