

Converting to an SBA FRANCHISE

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



Why convert to an SBA Franchise?

Converting your practice to an SBA is a great way to scale your business and become part of a well-established national accounting group. You will gain access to the SBA network, technology, resources, support, marketing and of course the backing of a nationwide brand.

How much does it cost to convert to an SBA franchise?

With our Convert to SBA Franchise Package, you will **save 50% on your new franchise license fee, normally \$50,000, now only \$25,000+GST** payable over 24 months. To rebrand your existing accounting premise to SBA allow for a capital investment of up to \$7000 for new signage. You will also have all your normal ongoing costs of a retail shop, like rent and utilities.

What growth can I achieve?

As a group, SBA achieves significant annual revenue growth across our network. Most branches achieve 10% growth a year (average % growth over the last 8 years). However, in the 2024 financial year, 26 branches achieved revenue growth of over 15%. With the combined effect of the national SBA brand activity and your own local area marketing, you will see a marked increase in new business acquisition enquiries and referrals from existing clients.

Who are we looking for?

We are seeking qualified accounting sole practitioners who own an accounting practice with existing premises. You need a minimum turnover of \$150,000 per year and are looking to scale your existing accounting practice by establishing your own SBA franchise.

80+

BRANCHES NATIONWIDE

\$24M

ANNUAL REVENUE

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 (circa \$1M per year)
- Comprehensive training and support. Onsite induction training and ongoing support from our Business Development Manager, Head Office, Help Desk team and industry partners
- Regional and national conferences for networking, insights, industry updates and business development opportunities
- Online operational and marketing manuals, Industry leading software, templates and business processes
- Fully scalable business model

LICENSE FEE NOW ONLY

\$25,000 + GST

What are my ongoing costs?

Ongoing royalties and a national advertising levy will be collected by the Franchisor on an invoice basis. You will also be required to support the advertising levy with some local marketing 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?

Even though you already have clients, being part of SBA will get you more. SBA is the largest accounting service network in NZ, with a strong national brand that has been around for over 25 years. We have proven sales and marketing systems that make it easier to find new clients. Our national marketing team activity target trades, hospitality, retail, professional services, property investors businesses, via Google AdWords campaigns, TV on-demand, radio, online advertising, social media activity and referral campaigns. Your physical shop, an SBA branded vehicle, plus your local advertising will also contribute to the growth of your client base through local brand awareness.

The SBA marketing activity 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, 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?

You will be given an exclusive marketing area that you own and can service. However, your clients may come from all over via referrals and other channels.

What support will I get?

You will get a great level of support. Our Business Development Manager will be out in the field, visiting you and supporting you on a local level. This will help us to understand your individual support requirements and personalise our support further. You will be supported by a National Marketing Team to grow the national brand and support your local marketing initiatives.

What training do I get?

The SBA Franchisor provides comprehensive initial training onsite at your premises. Ongoing training will be via our help desk facility, and regular field visits from the Business Development Manager. You also have access to a network of 250+ accounting professionals including our Franchisees and their team members.

Get in touch

To learn more about Converting your accounting practice to SBA, fill in our enquiry form at sba.co.nz/convert-to-sba or email 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



"The SBA brand definitely brings you more new customers. Combined with your own local marketing, even more 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