



# Corporate Style Guide

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## Important Information

### Important Information

The First Class Accounts Style Guide is a confidential document and is the copyright and the property of First Class Financial Group. It is not to be reproduced in any form without the prior consent of First Class Financial Group as stated in the Franchise Agreement. Upon termination of the First Class Accounts Franchise Agreement by either party, this Style Guide shall remain the property of First Class Financial Group and is to be returned to First Class Financial Group.

### Confidentiality

It is a breach of our agreement for any part of this manual to be photocopied or reprinted without the express permission of First Class Financial Group. This manual is not to leave your possession at any time, or be given to any person not directly associated with First Class Financial Group. Our systems, as detailed in this manual, are exclusive to First Class Financial Group and we need to protect what we have worked hard to develop.

### First Class Financial Group Pty Ltd

The franchisor team "First Class Financial Group" is dedicated to providing comprehensive and committed support to you in your franchise. If you have any queries relating to any part of this guide, please do not hesitate to contact our personnel using the contact details supplied. We look forward to supporting you in reaching success.

### Purpose of this style guide

The purpose of this style guide is to ensure the consistency of the First Class Accounts brand for the franchisor and its franchisees. Where updates to this guide occur, new version numbers will be applied and the latest version of will be circulated electronically to the network.

### Our Brands

Our trademark or logo is the symbol of our business that provides instant recognition of First Class Accounts. It is legally protected to ensure it cannot be copied or misused in any way that may harm our corporate image. This ensures the reputation of our Franchise system and your investment is protected. Our trademark and logo is owned by First Class Financial Group Pty Ltd and can only be used with the prior written consent from National Office. If you see either "®" or "™" next to a logo or phrase, it indicates that it is protected under trademark law.

As part of First Class Accounts style guide it is important that the correct font style, size and layout are used at all times. Correspondence in the form of a letter, fax or e-mail represents First Class Accounts, so it should be carefully prepared. All team members are to use the designated templates when producing documents. All documents are written in plain English, using correct grammar and spelling and all slang and abbreviations avoided.

By following our business templates you will avoid wasting time on preparing documents that are not set out correctly and that do not correctly represent our business in the open market. It will also help you in presenting a professional looking document.

### Our Trademark and Logo

The First Class Accounts logo is the symbol that provides instant recognition. It is legally protected to ensure it cannot be copied or misused in any way that may harm our corporate image. This ensures the reputation of our Franchise system and your investment is protected. Our logo is owned by First Class Financial Group Pty Ltd and can only be used with the prior written consent from the National Office.

Refer to our company Sales and Marketing Manual for specific details related to Trademarks and Logos.

## Branding and Image

### Pricing

The most up-to-date price list for all the products contained in this guide is available from National Office or on the First Class Accounts website and is readily available at all times.

Please note that any of these prices are subject to change without notice.

Should a Franchisee request custom modification or variation to any material from this guide, the Franchisee shall incur a fee to redesign or modify such material. For minor changes such as content within our standard size formats there is a standard fee listed on the Price List.

For totally new or substantially modified material, design and finished artwork, the National Office will provide a quotation from its preferred supplier to the Franchisee for pre-approval before the job is commenced.

Any fees charged in relation to changes, as outlined in the preceding paragraphs, will be invoiced direct to the Franchisee by the National Office at that time.

### Advertising

It is strict policy that all advertising material which a Franchisee proposes to use - whether it be flyers, newspaper, magazine advertising, calendars or other- must either be drawn from and comply with the current Marketing Manual, Style Guide templates and/or collateral library, or be submitted to National Office for approval.

If you are a registered BAS or TAX Agent you will need to provide your BAS or TAX Agent number. You can use the Logo that the Tax Practitioners Board has provided you on applicable artwork. In the use of the Classified Ads your BAS or TAX Agent number will be incorporated in writing.

Should a Franchisee request custom modification or variation to print advertising material from the said Manual, Style Guide, library or templates, the Franchisee shall incur a fee to redesign or modify such material. This fee will be invoiced to the Franchisee by the National Office.

For design and finished artwork for totally new, original or substantially modified material, the National Office will provide a quotation from its preferred supplier to the Franchisee for approval before the job is commenced.

For advertising in newspapers and other print productions (not classified advertisements) there are templates designed for a variety of advertising target needs. These can be interchanged with standard images and standard copy. The templates are designed for most common size advertisements both portrait and landscape.

Once again there are no exceptions to this, as our image and consequently our business can be adversely affected by any incorrect advertising.

## Contact Details

Contact	Phone / Mobile	Email
Bookkeeping Enquiries	1800 082 066	info@firstclassaccounts.com
Franchise Enquiries	1800 118 611	www.firstclassaccounts.com
Fax	07 5578 9028	
Reception	07 5553 8200	
Marketing	07 5553 8266	marketing@firstclassaccounts.com
Technical Support	1300 888 322	support@firstclassaccounts.com

**Street Address:** Suite 302  
237 Scottsdale Drive  
Robina QLD 4226

**Mailing Address:** PO Box 851  
Robina QLD 4226



## The Logo

The approved First Class Accounts logo and variations are shown below with colour and typefaces. Using logos that incorporate one spot colour (black and white advert, plus one spot, for example red) are often used in print advertising as it allows you to inject a highlight colour for much less than the cost of employing full colour whilst still ensuring your advertisement stands out.

The logo must always be in correct proportions and colours. For printing and signage there are specific PMS/CMYK colours, for embroidery there are specific THREAD colours, for on-screen RGB colours and car signage specific VINYL colours. The font must remain the same under any application and the "ellipse" cannot be changed in shape or angles.

**IMPORTANT:**

Our logo is not permitted to be changed under any circumstances.



### Gill Sans Bold

GILL SANS REGULAR



**DARK BLUE**

PMS: 5395C  
CMYK: 91:76:52:60  
RGB: 17:36:53  
WEB: #112435



**GREY/BLUE**

PMS: 7699C  
CMYK: 82:54:42:18  
RGB: 56:95:113  
WEB: #375f71



**GREEN**

PMS: 7464C  
CMYK: 40:9:27:0  
RGB: 154:196:198  
WEB: #9ac4bc



**RED**

PMS: 192C  
CMYK: 0:98:56:0  
RGB: 255:16:83  
WEB: #ff0f53



**GREY**

PMS: 431C  
CMYK: 66:51:34:8  
RGB: 99:112:134  
WEB: #637186

## Uniform Embroidery

**Red:** Thread C713 ("Royal" Brand)  
**Navy:** Thread C 104 ("Royal" Brand)  
**White:** White

### Application of Colours

**All Navy Garments:** *Elipse* - Red  
Words - White  
**All other garments:** *Elipse* - Red  
Words - Navy

### Logo Placement Position on Garments (Tops Only)

**Ladies Garments:** All Left Chest  
**Mens Garments:** Right Chest if shirt has pocket  
Left Chest for all other styles

\* There is no exception to colours, thread count or layout of the embroidery file.  
The master template is held at Gold Coast Embroidery, Burleigh Heads, Queensland 4220.

## Fonts

**Corporate typeface:** THIS FONT IS TO BE USED BY HEAD OFFICE ONLY ON MARKETING COLLATERAL.

### HK Grotesk

Approved weights:

Regular

#### HK Grotesk Regular

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Bold

#### HK Grotesk Bold

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Fonts (cont.)

**Electronic Typeface:** THIS FONT IS TO BE USED BY FRANCHISEES

### Arial

Approved weights:

Regular

### Arial Narrow

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Bold

### Arial Bold

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**REMEMBER:**

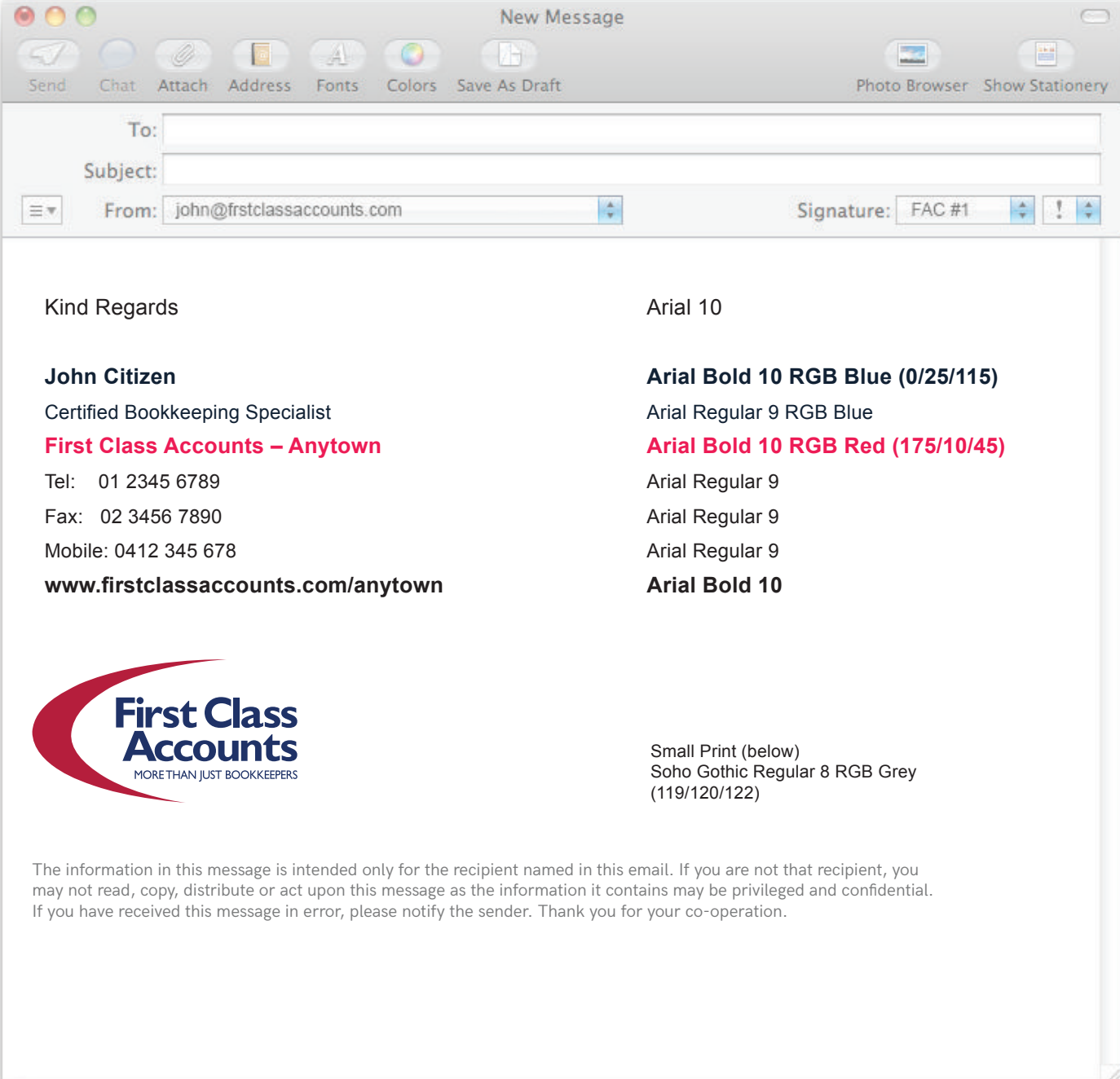
Arial is for electronic usage only.

HK Grotesk is the preferred font


for all printing.

## Email Signature Panel

The following signature is to be used in all correspondence with all clients, prospects and whenever you are carrying out operations as a First Class Accounts franchisee.



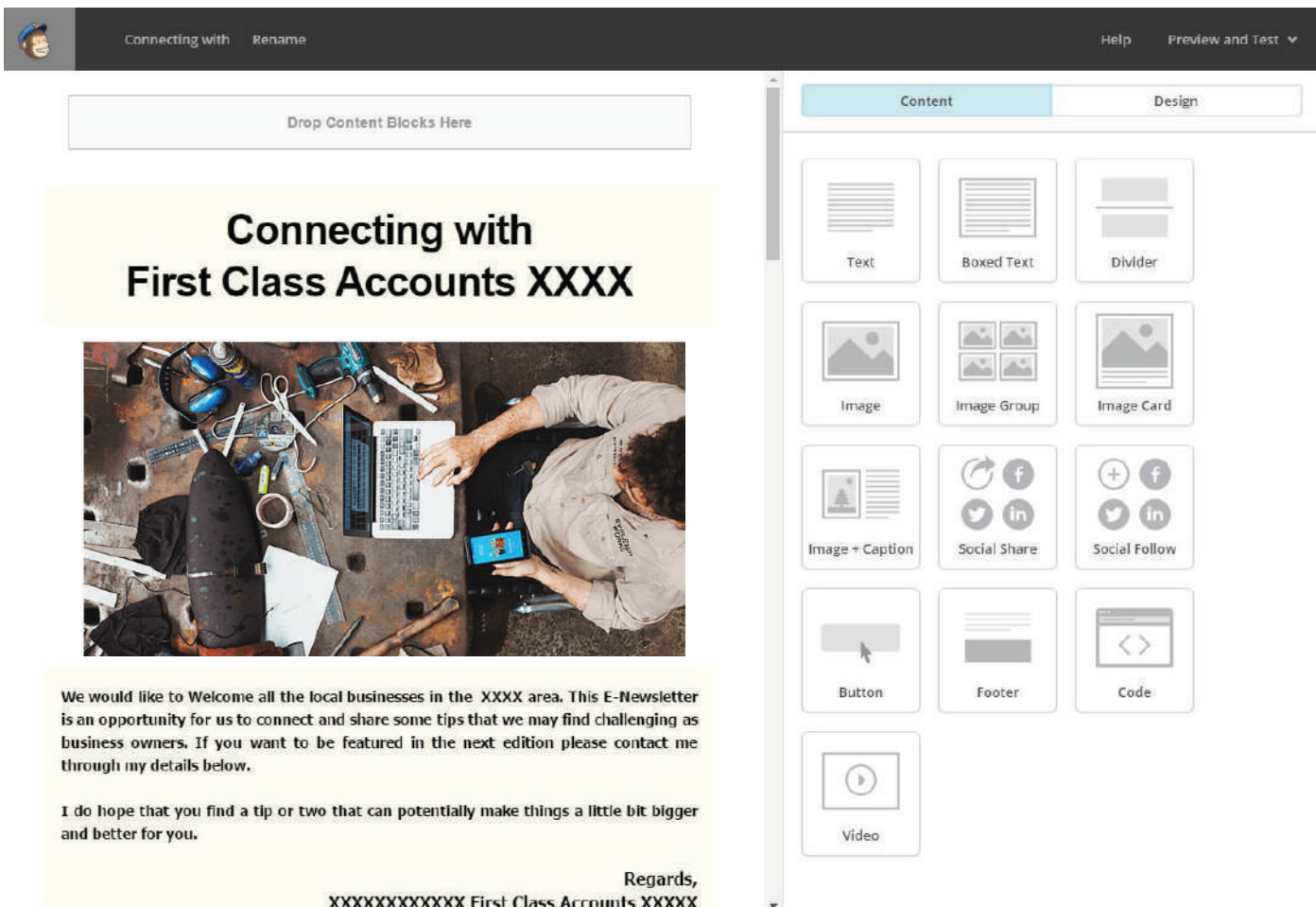
The screenshot shows an email client window titled "New Message". The header includes fields for "To:", "Subject:", "From:" (with the address john@firstclassaccounts.com), and "Signature:" (with the name FAC #1). The main body of the email contains the following signature text:

Kind Regards	Arial 10
<b>John Citizen</b>	<b>Arial Bold 10 RGB Blue (0/25/115)</b>
Certified Bookkeeping Specialist	Arial Regular 9 RGB Blue
<b>First Class Accounts – Anytown</b>	<b>Arial Bold 10 RGB Red (175/10/45)</b>
Tel: 01 2345 6789	Arial Regular 9
Fax: 02 3456 7890	Arial Regular 9
Mobile: 0412 345 678	Arial Regular 9
<b>www.firstclassaccounts.com/anytown</b>	<b>Arial Bold 10</b>
	
	Small Print (below) Soho Gothic Regular 8 RGB Grey (119/120/122)

The information in this message is intended only for the recipient named in this email. If you are not that recipient, you may not read, copy, distribute or act upon this message as the information it contains may be privileged and confidential. If you have received this message in error, please notify the sender. Thank you for your co-operation.

## E-Newsletter Using Mailchimp

This newsletter is an example of the approved template produced by First Class Accounts as an email newsletter which can be used for marketing for prospective clients or for adding value to your existing clients. NOTE: Should you choose to create your own newsletter, this must be approved by National Office.



The screenshot shows the Mailchimp editor interface. At the top, there's a navigation bar with 'Connecting with' and 'Rename' on the left, and 'Help' and 'Preview and Test' on the right. Below this is a 'Drop Content Blocks Here' placeholder. The main content area displays a draft newsletter with the following elements:

- Header:** A yellow background with the text "Connecting with First Class Accounts XXXX".
- Image:** A photograph of a person working at a desk with a laptop and various tools.
- Text:**

We would like to Welcome all the local businesses in the XXXX area. This E-Newsletter is an opportunity for us to connect and share some tips that we may find challenging as business owners. If you want to be featured in the next edition please contact me through my details below.

I do hope that you find a tip or two that can potentially make things a little bit bigger and better for you.
- Signature:**

Regards,  
XXXXXXXXXXXX First Class Accounts XXXXX

The right sidebar contains a 'Content' tab and a 'Design' tab. Under the 'Content' tab, there are several content block options:

- Text
- Boxed Text
- Divider
- Image
- Image Group
- Image Card
- Image + Caption
- Social Share
- Social Follow
- Button
- Footer
- Code
- Video

## Social Media and Other Websites

First Class Accounts embraces the use of Social Media as another marketing strategy to help increase awareness, however, it is critical to the integrity of the brand that any use of these mediums require that you adhere to our strict guidelines. Please contact our marketing department for approval of your idea and for templates or any information required. E:marketing@firstclassaccounts.com

Social Media includes all of the following but not limited to any others that may appear in the future. Our recommendation is that all franchisees join "LinkedIn" which is specifically designed for business. FCA already has a presence on some of these sites.



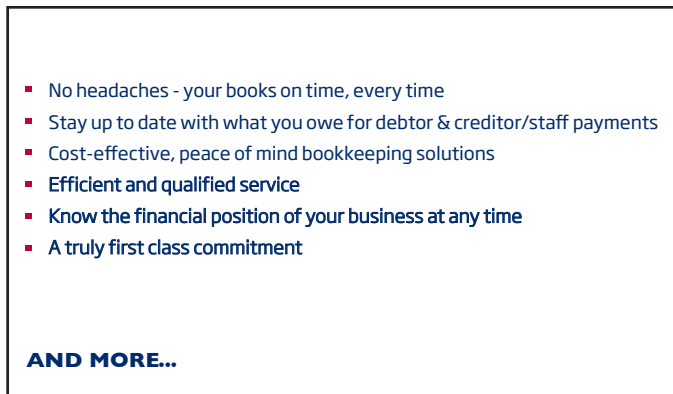
---

## THE Wall

You will be given access to THE WALL. This is where the National Office stores all your technical and Regional Training handouts as well as Business Development and Operations material. This is regularly updated by National Office and all franchisees are given access to this site. This is where you will go to for Style Guide/Marketing Manual/Product Order Forms etc.

## Business Cards

The First Class Accounts business card is double sided printed on quality stock with varnish. The card layout is shown below:

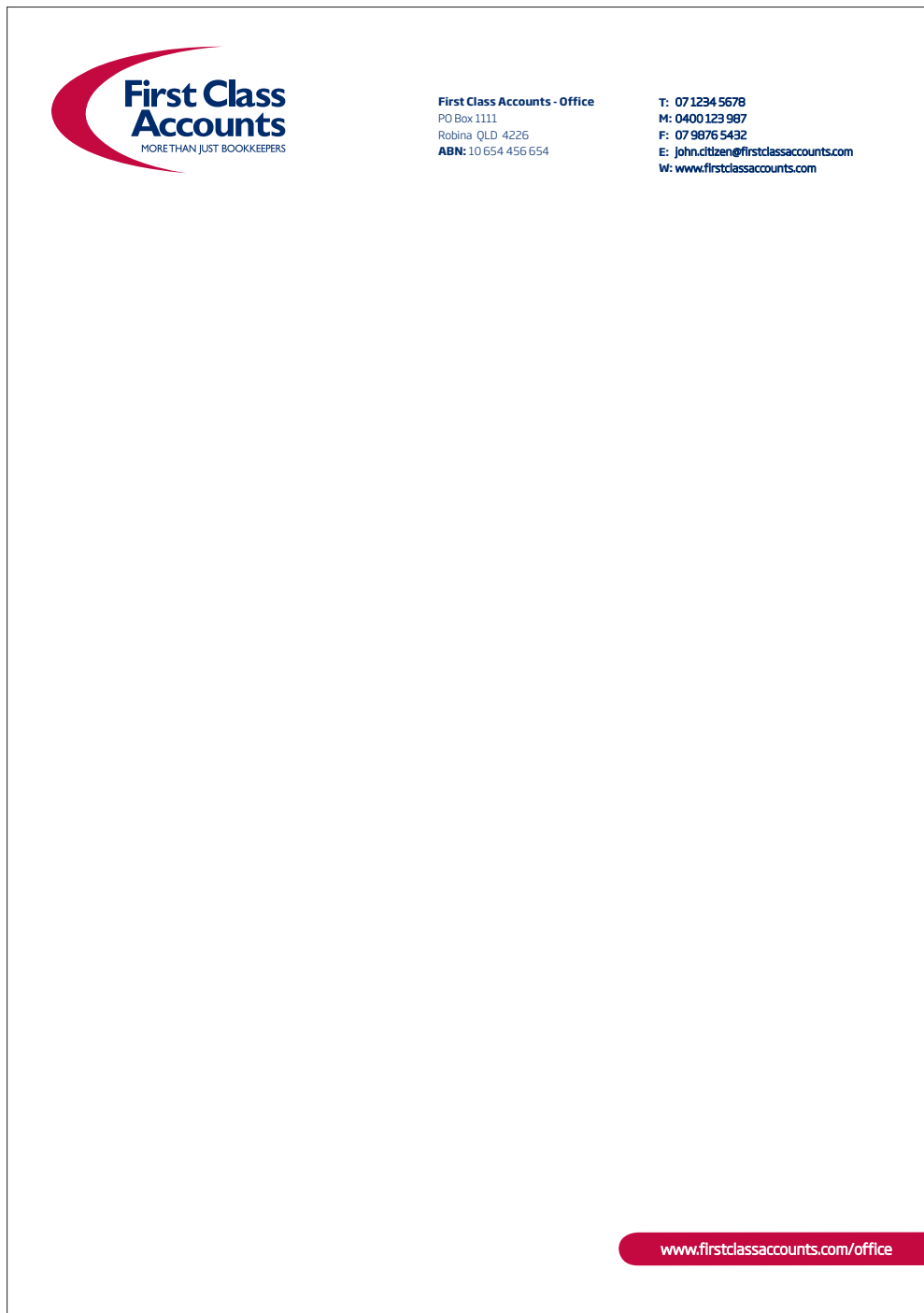


Product No: #FCA 005



## Personalised Letterhead

The First Class Accounts letterhead or template is single-sided A4 sheet for office use and direct mail opportunities.





## Personalised Self Adhesive Labels

You may utilize the following software logos only if you have successfully sought and gained accreditation for usage.

**John Citizen**  
**First Class Accounts - Office**

PO Box 1111

Robina Qld 4226

**Tel:** 07 1234 5678 **Mobile:** 0400 123 987

**Email:** john.citizen@firstclassaccounts.com

**[www.firstclassaccounts.com/office](http://www.firstclassaccounts.com/office)**

For an order of 1000 labels

**Product No: #FCA 008**

For an order of 500 labels

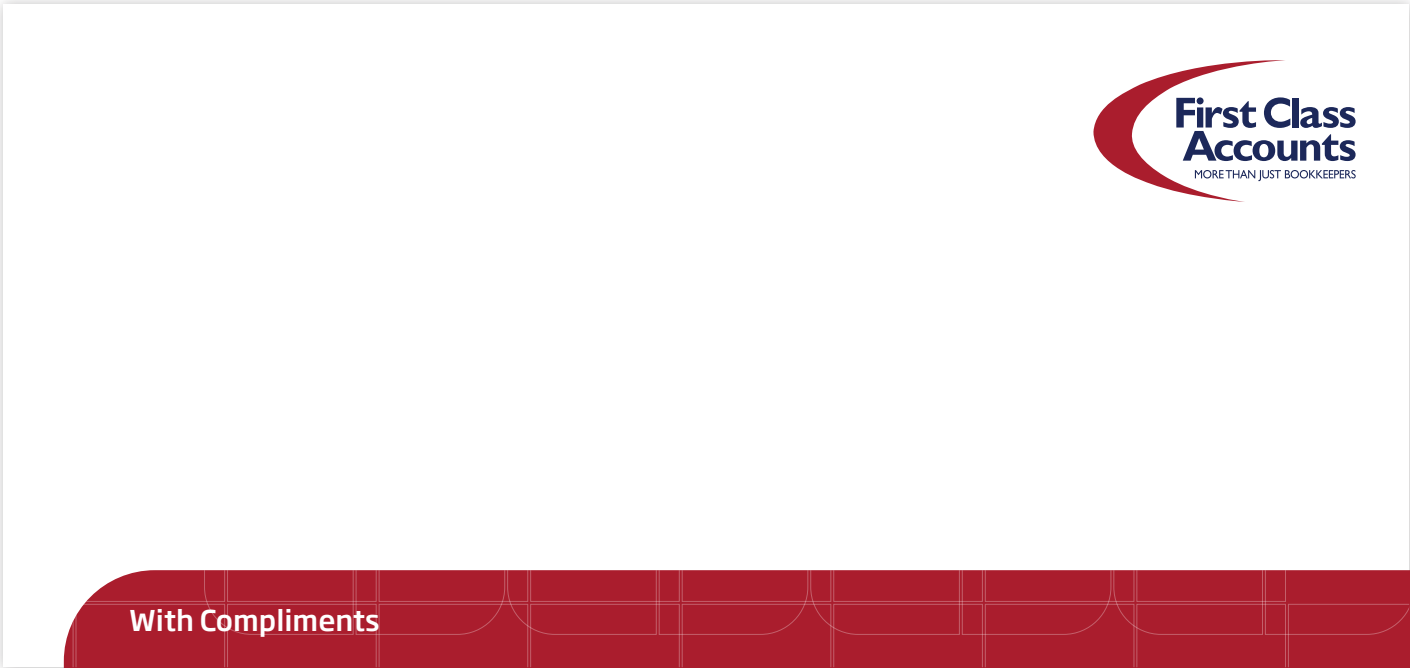
**Product No: #FCA 009**

Product No: #FCA 010



## With Compliments Slip

The First Class Accounts "With Compliments" slip is single-sided standard DL for use as an introduction or short note when enclosed with other materials. The layout of the slip is shown below.



## Gift Voucher

The First Class Accounts Gift Voucher is a double-sided standard DL for use as an attention grabbing call to action. It is printed on heavy card for durability.



**First Class Accounts**  
MORE THAN JUST BOOKKEEPERS

Australia's Leading Bookkeeping Network

# Gift Voucher

## Bookkeeping Health Check

This voucher entitles the bearer to an obligation free consultation and evaluation of your current bookkeeping systems with the aim to offer advice and assistance on how you can save time, money and stress in your business.

Authorised by \_\_\_\_\_ Expires \_\_\_\_\_ / \_\_\_\_ / \_\_\_\_

NOT REDEEMABLE FOR CASH

Front



### DATES TO REMEMBER

<p><b>July</b></p> <p><b>14</b> PAYG payment summaries due</p> <p><b>21</b> June monthly activity statement due</p> <p><b>28</b> Quarter 4 (Apr-Jun) BAS due</p> <p><b>28</b> Quarter 4 (Apr-Jun) Super due</p> <p><b>August</b></p> <p><b>21</b> July monthly activity statement due</p> <p><b>September</b></p> <p><b>21</b> August monthly activity statement due</p>	<p><b>October</b></p> <p><b>21</b> September monthly activity statement due</p> <p><b>28</b> Quarter 1 (Jul-Sep) BAS due</p> <p><b>28</b> Quarter 1 (Jul-Sep) Super due</p> <p><b>November</b></p> <p><b>21</b> October monthly activity statement due</p> <p><b>December</b></p> <p><b>21</b> November monthly activity statement due</p>	<p><b>January</b></p> <p><b>21</b> December monthly activity statement due</p> <p><b>28</b> Quarter 2 (Oct-Dec) Super due</p> <p><b>February</b></p> <p><b>21</b> January monthly activity statement due</p> <p><b>28</b> Quarter 2 (Oct-Dec) BAS due</p> <p><b>March</b></p> <p><b>21</b> February monthly activity statement due</p>	<p><b>April</b></p> <p><b>21</b> March monthly activity statement due</p> <p><b>28</b> Quarter 3 (Jan-Mar) BAS due</p> <p><b>28</b> Quarter 3 (Jan-Mar) Super due</p> <p><b>May</b></p> <p><b>21</b> April monthly activity statement due</p> <p><b>21</b> FBT return due</p> <p><b>June</b></p> <p><b>21</b> May monthly activity statement due</p> <p><b>30</b> Stocktake</p> <p><b>30</b> End of Financial Year</p>
--	--	--	--

Make sure you never miss an important bookkeeping deadline  
Call First Class Accounts today on **1800 082 066**

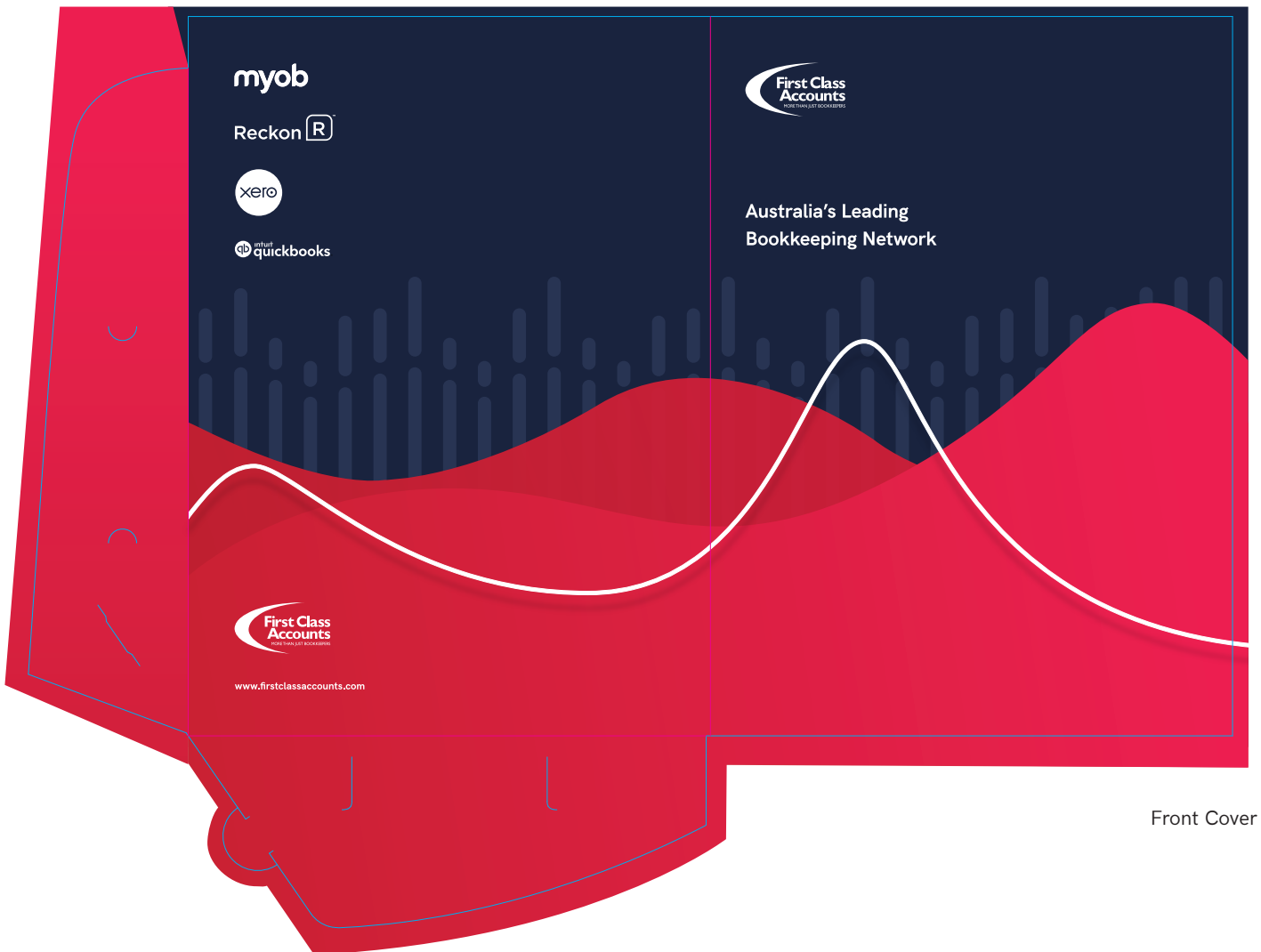
[www.firstclassaccounts.com](http://www.firstclassaccounts.com)

## We'll balance your books and help balance your life

Back

## Presentation Folder

The First Class Accounts Presentation Folder is designed to hold documents for clients and is printed on high quality stock with a matte cello glaze (varnish).



Front Cover

Product No: #FCA 014



## Presentation Folder



Inside assembled with business card in place

Product No: #FCA 020



# Client File Cover - Paperwork



Product No: #FCA 021



## Client File Cover - Reports



Product No: #FCA 022



## Client File Cover - Processed Records



Product No: #FCA 023



## Tradefile Cover - Paperwork


# Tradefile

Paperwork

Name .....

Financial Year Ending .....

## Tradefile Cover - Reports




**Tradefile**

**Reports**

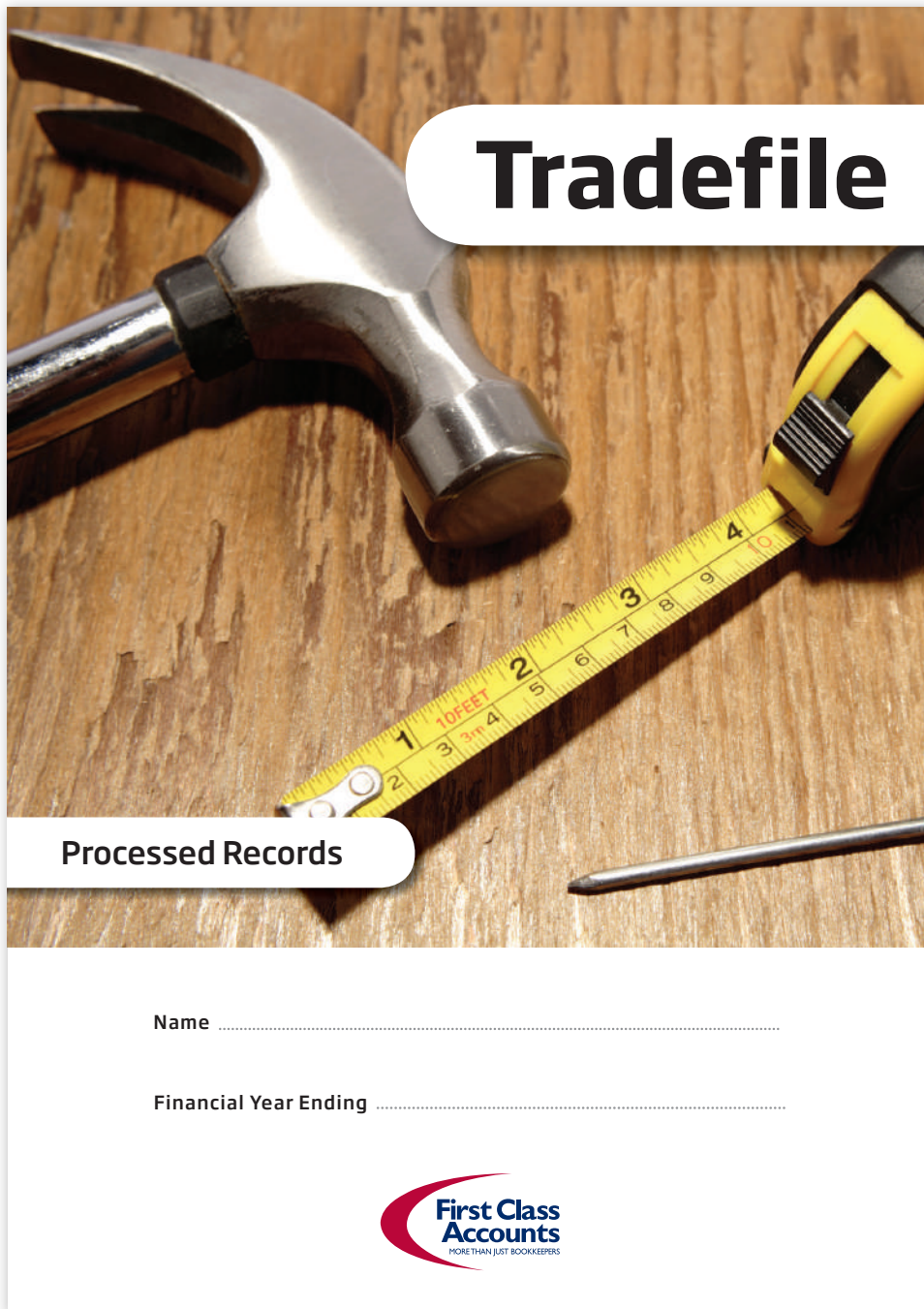
Name .....

Financial Year Ending .....



**First Class  
Accounts**  
MORE THAN JUST BOOKKEEPERS

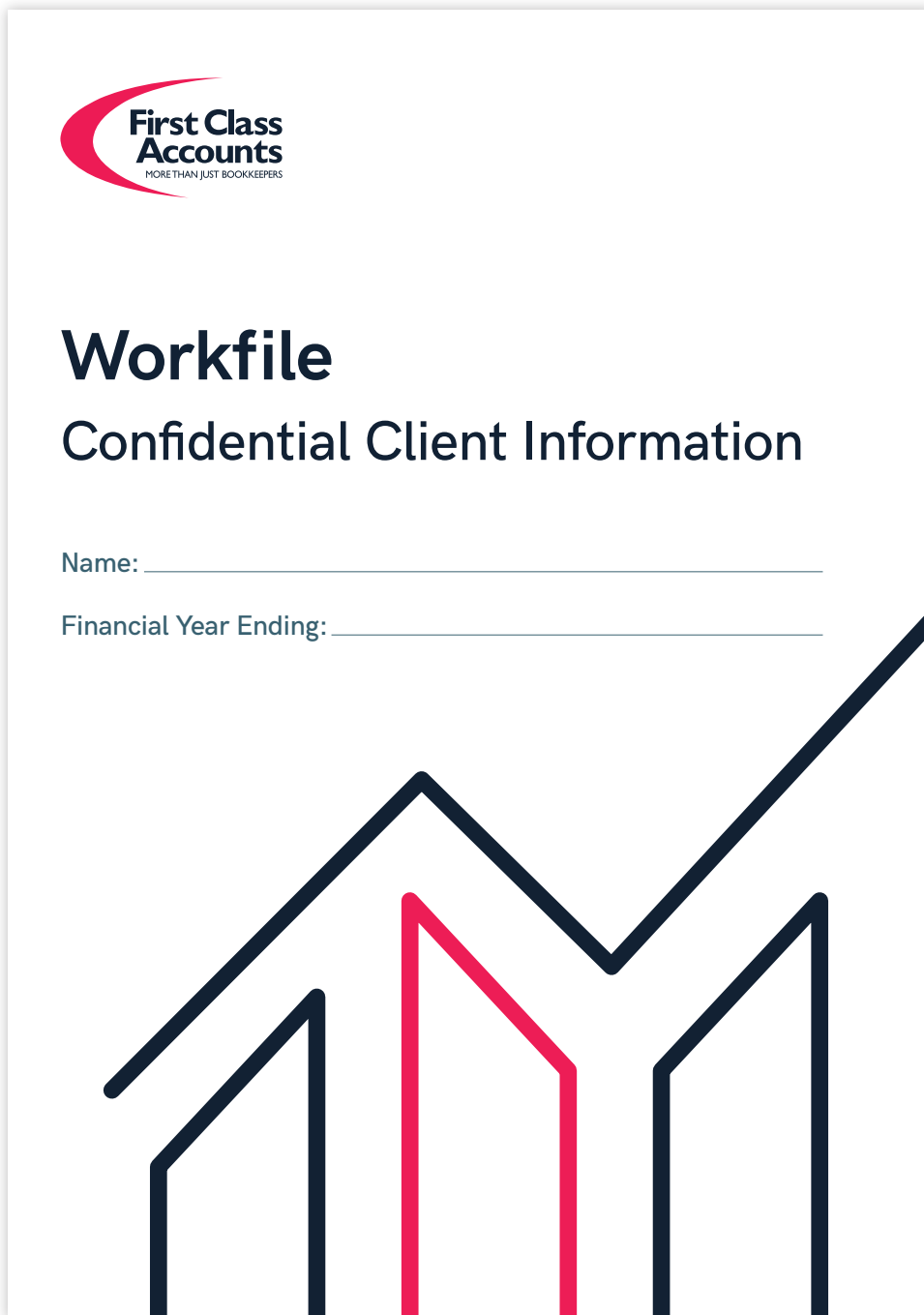
## Tradefile Cover - Processed Records



## Workfile

This workbook is a compulsory requirement for each client to ensure that all work is done correctly and efficiently. This manual is an integral part of the First Class Accounts system to maintain consistency and adhere to ATO requirements.

There are 3 customised workfiles as follows which come in packs of 5:



**myob**

Option: M

**Reckon** **R**<sup>®</sup>

Option: R



Option: X

**qb** **intuit**  
**quickbooks**<sup>®</sup>

Option: Q

## Classified Ads

These templates are perfect for smaller advertising opportunities such as classified listings in the local newspaper or other forms of listing.

These templates are available in a variety of the most common sizes, but their small size means they are very limited in the content that can be included. For this reason they are very limited in their flexibility with minor content changes including your personal details available.

The following headlines are available and approved for all classified ads.

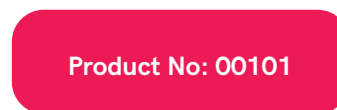
Any variations will require approval and may incur extra costs.

If you are a registered BAS or TAX Agent the Classified Ads will differ slightly. You will need to provide your BAS or TAX Agent number which will be displayed at the bottom of the artwork.

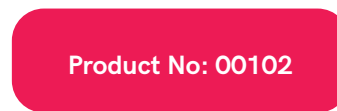
Option A:	Option B:	Option C:	Option D: BAS AGENT ONLY	Option E: BAS AGENT ONLY
Business bookkeeping you can count on	Helping your bookkeeping headaches to disappear	Ensure your books are up to date for the end of the year	Count on us to ensure your payroll is up to date!	Count on us to ensure you meet your BAS requirements



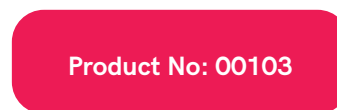
Size 30 x 49



Size 30 x 60



Size 30 x 64



## Classified Ads

**Business bookkeeping  
you can count on**

We'll balance  
your books and  
help balance  
your life



- MYOB • Profit & Loss • Payroll
- Accounts payable/receivable
- Weekly, monthly or quarterly accounts

Call [Name] at First Class  
Accounts [Territory] today on  
0412 345 678 to book your  
FREE business evaluation

Size 60 x 49

Product No: 00104

**Business bookkeeping  
you can count on**

We'll balance your  
books and help  
balance your life



- MYOB • Profit & Loss • Payroll
- Accounts payable/receivable
- Weekly, monthly or quarterly accounts

Call [Name] at First Class Accounts  
[Territory] today on 0412 345 678  
to book your FREE business evaluation

Size 60 x 60

Product No: 00105

**Business bookkeeping  
you can count on**

We'll balance your  
books and help  
balance your life



- MYOB • Profit & Loss • Payroll
- Accounts payable/receivable
- Weekly, monthly or quarterly accounts

Call [Name] at First Class Accounts  
[Territory] today on 0412 345 678  
to book your FREE business evaluation

Size 60 x 64

Product No: 00106

## Classified Ads (Mono)

The following headlines are available and approved for all classified ads.

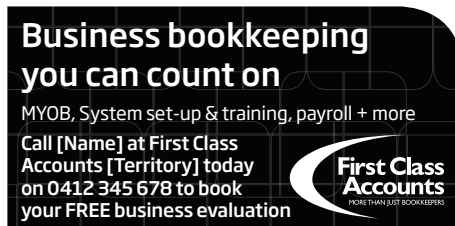
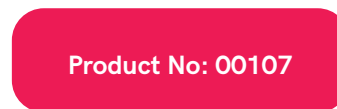
Any variations will require approval and may incur extra costs.

If you are a registered BAS or TAX Agent the Classified Ads will differ slightly. You will need to provide your BAS or TAX Agent number which will be displayed at the bottom of the artwork.

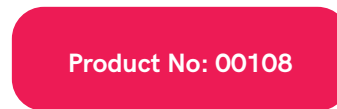
<b>Option A:</b> Business bookkeeping you can count on	<b>Option B:</b> Helping your bookkeeping headaches to disappear	<b>Option C:</b> Ensure your books are up to date for the end of the year	<b>Option D: BAS AGENT ONLY</b> Count on us to ensure your payroll is up to date!	<b>Option E: BAS AGENT ONLY</b> Count on us to ensure you meet your BAS requirements
---	---	--	--	---



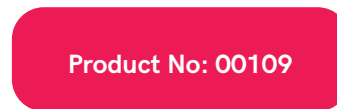
Size 30 x 49



Size 30 x 60




Size 30 x 64



## Classified Ads (Mono)

**Business bookkeeping  
you can count on**

We'll balance  
your books and  
help balance  
your life



- MYOB • Profit & Loss • Payroll
- Accounts payable/receivable
- Weekly, monthly or quarterly accounts

Call [Name] at First Class  
Accounts [Territory] today on  
0412 345 678 to book your  
FREE business evaluation

Size 60 x 49

Product No: 00110

**Business bookkeeping  
you can count on**

We'll balance your  
books and help  
balance your life



- MYOB • Profit & Loss • Payroll
- Accounts payable/receivable
- Weekly, monthly or quarterly accounts


Call [Name] at First Class Accounts  
[Territory] today on 0412 345 678  
to book your FREE business evaluation

Size 60 x 60

Product No: 00111

**Business bookkeeping  
you can count on**

We'll balance your  
books and help  
balance your life



- MYOB • Profit & Loss • Payroll
- Accounts payable/receivable
- Weekly, monthly or quarterly accounts

Call [Name] at First Class Accounts  
[Territory] today on 0412 345 678  
to book your FREE business evaluation

Size 60 x 64

Product No: 00112

Product No: 00113

A full range of flyers is available on The Wall.



## Standard DL Flyer

DL Flyers are relatively small two sided flyers that are perfect for use in waiting room racks, for unaddressed mail, general promotions and to provide to new leads. The size means that they are ideal for concise and easy to read info.

A number of templates have been made available, with standard headings for general campaigns and time based headings for more specific campaigns such as EOFY.

Within each template, there is limited flexibility whereby logos can be removed, contact details updated and minor content changes implemented.

If you are a registered BAS or TAX Agent the flyers will differ slightly. You will need to provide your BAS or TAX Agent number. You can use the Logo that the Tax Practitioners Board has provided and it will be added to the Flyer you have chosen.

A full range of flyers is available on **The Wall**.

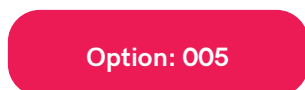
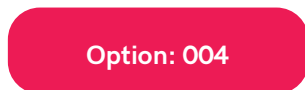
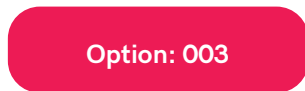
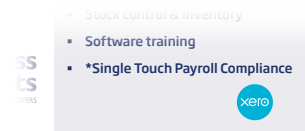
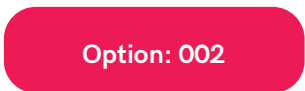
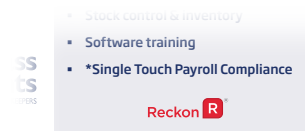
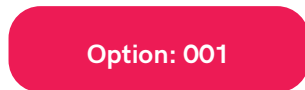


Front



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### Alternative Software Logos



Product No: 00114



## Standard DL Flyer

Refer to page 32 for preferred software logo

A full range of flyers is available on *The Wall.*

**Your health needs regular check-ups...**  
**Your business needs regular check-ups too!**

Regular assessment of your business will help you to identify where you can save time, improve cashflow and remain ATO compliant.

Front

**We all need regular health checks - our cars need regular maintenance and your business needs regular check-ups too.**

Let First Class Accounts bookkeepers assist your with your Business Health Check to ensure your business is performing at optimal level.

With regular assessments, we can ensure your business is running smoothly by analysing and evaluating your current accounting set-up and show you ways to save time and money.

First Class Accounts bookkeepers equip you with professional and timely bookkeeping tools to ensure your business is compliant and up to date.

**INTRODUCTORY OFFER - FREE BUSINESS HEALTH CONSULTATION**

**John Smith at First Class Accounts - Territory**  
**Mobile 0401 234 567** (during business hours)  
[www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)

**First Class Accounts**  
 MORE THAN JUST BOOKKEEPERS

**FLEXIBLE TAILORED SERVICES FOR SMALL BUSINESS**

- Bank reconciliations
- GST & BAS Services\*
- Data processing & automation
- Weekly, monthly or quarterly accounts management
- Profit & Loss statements
- Debt management & advice
- Cash flow management
- Account software setup
- Single Touch Payroll Compliance

\*Working under the supervision and control of First Class Financial Group Pty.Ltd. Tax Agent #29874002

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Product No: 00115



A full range of flyers is available on *The Wall.*

## Standard DL Flyer

Refer to page 32 for preferred software logo

**We'll balance your books and help balance your life.**  
Work smarter, grow faster, live better.

CALL TODAY FOR YOUR FREE BUSINESS EVALUATION.

Front

**Forget the headaches and stress of your business bookkeeping with First Class Accounts.**

Let First Class Accounts help prepare your business books for your end of year accounts. Your business bookkeeping will be up to date, and ready for your accountant.

Proudly Australia's largest bookkeeping network, First Class Accounts helps small businesses perform with accurate, compliant and local bookkeeping services that show you as business owners how you are performing and where you can save time and money.

**INTRODUCTORY OFFER - call now for your free business evaluation.**

**Call John Smith at First Class Accounts - Territory**  
**Mobile 0401 234 567** (during business hours)  
[www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)

**FLEXIBLE LOCAL SERVICES TAILORED FOR SMALL BUSINESS**

- Bank reconciliations
- GST & BAS Services
- Data processing & automation
- Accounts Payable/Receivable
- Weekly, monthly or quarterly accounts management
- Profit & Loss statements
- Debt management
- Cash flow management
- Stock control & inventory
- Software training
- \*Single Touch Payroll Compliance

\*Working under the supervision and control of First Class Financial Group Pty Ltd, Tax Agent number 20874002

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Product No: 00116



A full range of flyers is available on *The Wall.*

## Standard DL Flyer

Refer to page 32 for preferred software logo

**We'll balance your books and help balance your life.**  
Work smarter, grow faster, live better.

CALL TODAY FOR YOUR FREE BUSINESS EVALUATION.

Front

**We can help get your business accounts in order quickly and painlessly with professional local bookkeeping services.**

Let First Class Accounts help prepare your business books for your end of year accounts. Your business bookkeeping will be up to date, and ready for your accountant.

Proudly Australia's largest bookkeeping network, First Class Accounts helps small businesses perform with accurate, compliant and local bookkeeping services that show you as business owners how you are performing and where you can save time and money.

**INTRODUCTORY OFFER - call now for your free business evaluation.**

**Call John Smith at First Class Accounts - Territory**  
**Mobile 0401 234 567** (during business hours)  
[www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)

**FLEXIBLE LOCAL SERVICES TAILORED FOR SMALL BUSINESS**

- Bank reconciliations
- GST & BAS Services
- Data processing & automation
- Accounts Payable/Receivable
- Weekly, monthly or quarterly accounts management
- Profit & Loss statements
- Debt management
- Cash flow management
- Stock control & inventory
- Software training
- \*Single Touch Payroll Compliance

\*Working under the supervision and control of First Class Financial Group Pty Ltd, Tax Agent number 20874002

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Product No: 00117



## Standard DL Flyer

Refer to page 32 for preferred software logo

A full range of flyers is available on *The Wall.*



**We'll balance your books and help balance your life.**  
Work smarter, grow faster, live better.

CALL TODAY FOR YOUR FREE BUSINESS EVALUATION.



Front

**Rediscover your life work balance with no-fuss local bookkeeping services tailored to your business.**

Let First Class Accounts help prepare your business books for your end of year accounts. Your business bookkeeping will be up to date, and ready for your accountant.

Proudly Australia's largest bookkeeping network, First Class Accounts helps small businesses perform with accurate, compliant and local bookkeeping services that show you as business owners how you are performing and where you can save time and money.

**INTRODUCTORY OFFER - call now for your free business evaluation.**

**Call John Smith at First Class Accounts - Territory**  
**Mobile 0401 234 567** (during business hours)  
[www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)



\*Working under the supervision and control of First Class Financial Group Pty Ltd, Tax Agent number 20874002

**FLEXIBLE LOCAL SERVICES TAILORED FOR SMALL BUSINESS**

- Bank reconciliations
- GST & BAS Services
- Data processing & automation
- Accounts Payable/Receivable
- Weekly, monthly or quarterly accounts management
- Profit & Loss statements
- Debt management
- Cash flow management
- Stock control & inventory
- Software training
- \*Single Touch Payroll Compliance

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Product No: 00118



A full range of flyers is available on **The Wall.**

## Time-based DL Flyer

Refer to page 32 for preferred software logo

DL Flyers are relatively small two sided flyers that are perfect for use in waiting room racks, for unaddressed mail, general promotions and to provide to new leads. The size means that they are ideal for concise and easy to read info.

A number of templates have been made available, with standard headings for general campaigns and time based headings for more specific campaigns such as EOFY.

Within each template, there is limited flexibility whereby logos can be removed, contact details updated and minor content changes implemented.

If you are a registered BAS or TAX Agent the flyers will differ slightly. You will need to provide your BAS or TAX Agent number. You can use the Logo that the Tax Practitioners Board has provided and it will added to the Flyer you have chosen.

A full range of flyers is available on **The Wall.**



Front



Back

Product No: 00119



A full range of flyers is available on *The Wall*.

## Time-based DL Flyer

Refer to page 32 for preferred software logo

**The end of financial year is in sight**  
Ensure your books are up to date for the end of financial year

CALL TODAY SO YOU DON'T MISS ANY IMPORTANT DEADLINES!

Front

**Rely on us for your end of year bookkeeping needs!**

Let First Class Accounts help prepare your business books for your end of year accounts. Your business bookkeeping will be up to date, and ready for your accountant.

Proudly Australia's largest bookkeeping network, First Class Accounts helps small businesses perform with accurate, compliant and local bookkeeping services that show you as business owners how you are performing and where you can save time and money.

**CALL TODAY TO GET YOUR BOOKS UP TO DATE FAST!**

**Call John Smith at First Class Accounts - Territory**  
**Mobile 0401 234 567** (during business hours)  
[www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)

\*Working under the supervision and control of First Class Financial Group Pty Ltd, Tax Agent number 20874002

**FLEXIBLE LOCAL SERVICES TAILORED FOR SMALL BUSINESS**

- Bank reconciliations
- GST & BAS Services
- Data processing & automation
- Accounts Payable/Receivable
- Weekly, monthly or quarterly accounts management
- Profit & Loss statements
- Debt management
- Cash flow management
- Stock control & inventory
- Software training
- \*Single Touch Payroll Compliance

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Product No: 00120



## Time-based DL Flyer – BAS AGENT ONLY

Refer to page 32 for preferred software logo

A full range of flyers is available on *The Wall*.

**The end of financial year is here**  
Ensure your payroll, payment summaries and super are up to date.

GIVE US YOUR BOOKS AND WE'LL GIVE YOU BACK YOUR LIFE!

Front

### Rely on us for your end of year bookkeeping needs!

Let First Class Accounts help prepare your business books for your end of year accounts. Ensure your business bookkeeping processes and wages are up to date, and ready for your accountant.

Proudly Australia's largest bookkeeping network, First Class Accounts helps small businesses perform with accurate, compliant and local bookkeeping services that show you as business owners how you are performing and where you can save time and money.

### CALL TODAY TO GET YOUR BOOKS UP TO DATE FAST!

**Call John Smith at First Class Accounts - Territory  
BAS Agent #  
Mobile 0401 234 567** (during business hours)  
[www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)



#### FLEXIBLE LOCAL SERVICES TAILORED FOR SMALL BUSINESS

- Bank reconciliations
- GST & BAS Services
- Accounts Payable/Receivable
- Weekly, monthly or quarterly accounts management
- Profit & Loss statements
- Debt management
- Cash flow management
- Stock control & inventory
- Payroll, PAYG & Superannuation
- Software training
- Single Touch Payroll Compliance

Back

Product No: 00121



## Time-based DL Flyer - BAS AGENT ONLY

Refer to page 32 for preferred software logo

A full range of flyers is available on *The Wall.*

**The BAS deadline is nearly here**  
 Don't be scared, be prepared.  
 Let us help you do your BAS with ease.

GIVE US YOUR BOOKS AND WE'LL GIVE YOU BACK YOUR LIFE!

Front

**Count on us to ensure you meet your BAS requirements**

When the BAS deadline is looming - don't despair! Give your books to First Class Accounts so you are up to date, compliant, and never have to worry about whether you're meeting your financial obligations.

Proudly Australia's largest bookkeeping network, First Class Accounts helps small businesses perform with accurate, compliant and local bookkeeping services that show you as business owners how you are performing and where you can save time and money.

**CALL TODAY TO GET YOUR BOOKS UP TO DATE FAST!**

**Call John Smith at First Class Accounts - Territory**  
**BAS Agent #**  
**Mobile 0401 234 567** (during business hours)  
[www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)

**FLEXIBLE LOCAL SERVICES TAILORED FOR SMALL BUSINESS**

- Bank reconciliations
- GST & BAS Services
- Accounts Payable/Receivable
- Weekly, monthly or quarterly accounts management
- Profit & Loss statements
- Debt management
- Cash flow management
- Stock control & inventory
- Payroll, PAYG & Superannuation
- Software training
- Single Touch Payroll Compliance

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Product No: 00122



A full range of flyers is available on The Wall.

## EOFY Standard DL flyer

Refer to page 32 for preferred software logo

**Reboot, Rebuild and Reconnect.**  
Don't go it alone - get a bookkeeper who understands and knows what needs to be done.

Call today and let us take on the task of your End of Financial Year obligations and guide you on the recovery path to Reboot and Rebuild.

Front

**Let First Class Accounts Bookkeepers assist you with some simple steps to Reboot, Rebuild and Reinvent. We are here to help you and your business achieve sustainable growth with smart business decisions.**

Small businesses have always been the backbone of our country and First Class Accounts bookkeepers are committed to working with their clients to strengthen their financial position and help them keep their business accounts up-to-date and compliant as we adapt and move forward.

Don't go it alone - as we can help you to be resilient.

First Class Accounts bookkeepers help small businesses by providing accurate, compliant and bookkeeping services, and is proudly Australia's largest bookkeeping Franchise network.

**Call now and let us help you on the road to recovery**

**Call First Class Accounts - today!**  
**1800 082 066**  
[www.firstclassaccounts.com](http://www.firstclassaccounts.com)

\*Working under the supervision and control of First Class Financial Group Pty.Ltd. Tax Agent #29874002

**FLEXIBLE LOCAL SERVICES TAILORED FOR SMALL BUSINESS**

- Fully compliant with ATO requirements
- Bank Reconciliations
- GST,BAS & STP Services\*
- EOFY processes
- Payroll process & PAYG withholding
- End of Payroll year process incl. payment summaries
- Completing and lodging Taxable Payments Annual Report (TPAR)
- Assisting clients with Government Economic Stimulus Packages
- Management reporting & analysis
- Set up and management of accounting and office systems
- Software Training
- Debt & Cash Flow Management
- Budgets

Back


Product No: 00123A



A full range of flyers is available on **The Wall.**

## Cloud DL Flyer


Refer to page 32 for preferred software logo



**We'll balance your books and help balance your life.**

Cloud-based business bookkeeping software - efficient, safe and accessible anywhere, anytime on any device.

CALL TODAY FOR YOUR FREE BUSINESS EVALUATION.



Front

**We can help get your business accounts in order quickly and painlessly with professional local bookkeeping services.**

Are you contemplating about how to move to a cloud-based bookkeeping/accounting program, but don't know where to start?

Are you unsure which software program will suit your business requirements and be easy for you to use?

Proudly Australia's largest bookkeeping network, First Class Accounts helps small businesses perform with accurate, compliant and local bookkeeping services that show you as business owners how you are performing and where you can save time and money by moving to the Cloud. All you need is internet access.

**Call John Smith at First Class Accounts - Territory**  
**Mobile: 0401 234 567** (during business hours)  
[www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)

\*Working under the supervision and control of First Class Financial Group Pty Ltd, Tax Agent number 20874002



**CLOUD TECHNOLOGY WILL STREAMLINE THE DAY TO DAY OPERATIONS OF YOUR BUSINESS.**

- Bank reconciliations
- GST & BAS Services
- Data processing & automation
- Accounts Payable/Receivable
- Weekly, monthly or quarterly accounts management
- Profit & Loss statements
- Debt management
- Cash flow management
- Stock control & inventory
- Software training
- \*Single Touch Payroll Compliance

Back

Please note a template Product # 00123B is available for use by BAS Agents.

FCA Corporate Style Guide 2024

To order any of these items, please complete the Product Order Form and email to [marketing@firstclassaccounts.com](mailto:marketing@firstclassaccounts.com)

Product No: 00123B



## Cloud DL Flyer for BAS AGENT ONLY:

Refer to page 32 for preferred software logo

A full range  
of flyers is  
available on  
**The Wall.**

**We'll balance your books and help balance your life.**

Cloud-based business bookkeeping software - efficient, safe and accessible anywhere, anytime on any device.

CALL TODAY FOR YOUR FREE BUSINESS EVALUATION.

Front

**We can help get your business accounts in order quickly and painlessly with professional local bookkeeping services.**

Are you contemplating about how to move to a cloud-based bookkeeping/accounting program, but don't know where to start?

Are you unsure which software program will suit your business requirements and be easy for you to use?

Proudly Australia's largest bookkeeping network, First Class Accounts helps small businesses perform with accurate, compliant and local bookkeeping services that show you as business owners how you are performing and where you can save time and money by moving to the Cloud. All you need is internet access.

**Call John Smith at First Class Accounts - Territory**  
**Mobile: 0401 234 567** (during business hours)  
[www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)

**CLOUD TECHNOLOGY WILL STREAMLINE THE DAY TO DAY OPERATIONS OF YOUR BUSINESS.**

- Bank reconciliations
- GST & BAS Services
- Accounts Payable/Receivable
- Weekly, monthly or quarterly accounts management
- Profit & Loss statements
- Debt management
- Cash flow management
- Stock control & inventory
- Payroll, PAYG & Superannuation
- Software training
- Single Touch Payroll Compliance

Back

Product No: 00124A



## Single Touch Flyer & Superannuation Flyer

Refer to page 32 for preferred software logo

A full range of flyers is available on *The Wall*.

**IS YOUR BUSINESS READY FOR SINGLE TOUCH PAYROLL & SUPERANNUATION?**

### The end of financial year is in sight

Let us help you get work to your accountant - for the end of year accounts

**GIVE US YOUR BOOKS AND WE'LL GIVE YOU BACK YOUR LIFE!**

Front

### Rely on us for all your bookkeeping needs and understanding Single Touch Payroll and Super Guarantee obligations.

Let First Class Accounts prepare your business books for your end of year accounts and ensure you are ATO compliant for Single Touch Payroll and superannuation obligations.

Proudly Australia's largest bookkeeping network, First Class Accounts helps small businesses perform with accurate, compliant and local bookkeeping services that show you as business owners how you are performing and where you can save time and money.

### CALL NOW FOR YOUR FREE BUSINESS EVALUATION

**Call John Smith at First Class Accounts - Territory**  
**Mobile 0401 234 567** (during business hours)  
[www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)

Working under the supervision and control of First Class Financial Group Pty Ltd, Tax Agent number 20874002

#### FLEXIBLE LOCAL SERVICES TAILORED FOR SMALL BUSINESS

- Bank reconciliations
- Data processing & automation
- Accounts Payable/Receivable
- Weekly, monthly or quarterly accounts management
- Profit & Loss statements
- Debt management
- Cash flow management
- Stock control & inventory
- Software training
- Single Touch Payroll compliance

Back

Product No: 00124B



## Single Touch Flyer & Superannuation Flyer

Refer to page 32 for preferred software logo

A full range of flyers is available on *The Wall*.

**We'll balance your books and help balance your life.**  
Work smarter, grow faster, live better.

CALL TODAY FOR YOUR FREE BUSINESS EVALUATION.

Front

**Rely on us for all your bookkeeping needs and understanding Single Touch Payroll and Super Guarantee obligations.**

Let First Class Accounts prepare your business books for your end of year accounts and ensure you are ATO compliant for Single Touch Payroll and superannuation obligations.

Proudly Australia's largest bookkeeping network, First Class Accounts helps small businesses perform with accurate, compliant and local bookkeeping services that show you as business owners how you are performing and where you can save time and money.

**CALL NOW FOR YOUR FREE BUSINESS EVALUATION**

**Call John Smith at First Class Accounts - Territory**  
**Mobile 0401 234 567** (during business hours)  
[www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)

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**FLEXIBLE LOCAL SERVICES TAILORED FOR SMALL BUSINESS**

- Bank reconciliations
- GST & BAS Services
- Data processing & automation
- Accounts Payable/Receivable
- Weekly, monthly or quarterly accounts management
- Profit & Loss statements
- Debt management
- Cash flow management
- Stock control & inventory
- Software training
- \*Single Touch Payroll Compliance

Back

Product No: 00124C



## Single Touch Flyer & Superannuation Flyer

Refer to page 32 for preferred software logo

A full range  
of flyers is  
available on  
*The Wall.*

**We'll balance your books  
and help balance your life.**  
Work smarter, grow faster, live better.

IS YOUR  
BUSINESS READY  
FOR SINGLE  
TOUCH PAYROLL  
& SUPER  
GUARANTEE?

CALL TODAY FOR YOUR FREE BUSINESS EVALUATION.

Front

### Rediscover your life work balance with no-fuss local bookkeeping services tailored to your business.

Let First Class Accounts help prepare your business books for your end of year accounts. Your business bookkeeping will be up to date, and ready for your accountant.

Proudly Australia's largest bookkeeping network, First Class Accounts helps small businesses perform with accurate, compliant and local bookkeeping services that show you as business owners how you are performing and where you can save time and money.

**INTRODUCTORY OFFER - call now for your free business evaluation.**

Call John Smith at First Class Accounts - Territory  
Mobile 0401 234 567 (during business hours)  
[www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)

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#### FLEXIBLE LOCAL SERVICES TAILORED FOR SMALL BUSINESS

- Bank reconciliations
- Data processing & automation
- Accounts Payable/Receivable
- Weekly, monthly or quarterly accounts management
- Profit & Loss statements
- Debt management
- Cash flow management
- Stock control & inventory
- Software training

Back

Product No: 00124D



## Single Touch Flyer & Superannuation Flyer

Refer to page 32 for preferred software logo

A full range of flyers is available on **The Wall.**



Are you ready for the changes to be made to the way employers report and lodge STP and Super?

As a First Class Accounts bookkeeper, keeping up -to-date with all the latest ATO changes is our commitment to you, providing you with accurate, consistent and clear information to help you understand your rights and entitlements and meet your obligations on STP and Super Guarantee. Contact [firstclassaccounts.com](http://firstclassaccounts.com) to find your nearest bookkeeping specialist.



Front

### Rely on us for all your bookkeeping needs and understanding Single Touch Payroll and Super Guarantee obligations.

Let First Class Accounts prepare your business books for your end of year accounts and ensure you are ATO compliant for Single Touch Payroll and superannuation obligations.

Proudly Australia's largest bookkeeping network, First Class Accounts helps small businesses perform with accurate, compliant and local bookkeeping services that show you as business owners how you are performing and where you can save time and money.

**CALL NOW FOR YOUR FREE BUSINESS EVALUATION**

John Smith at First Class Accounts - Territory

Mobile **0401 234 567** (during business hours)

[www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)

\*Working under the supervision and control of First Class Financial Group Pty.Ltd. Tax Agent #29874002



#### FLEXIBLE LOCAL SERVICES TAILORED FOR SMALL BUSINESS

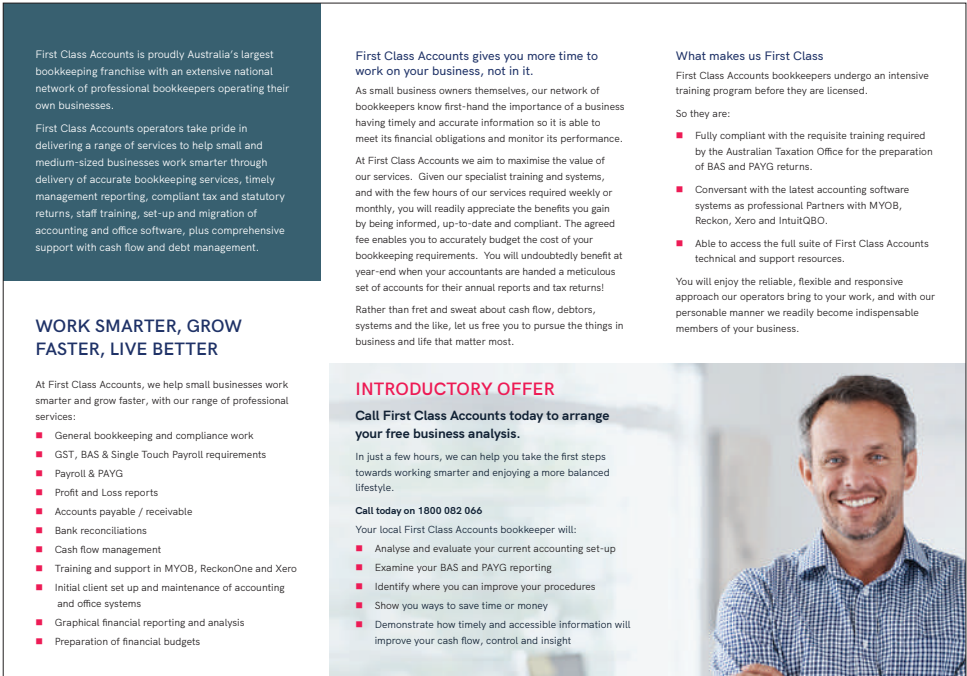
- Bank reconciliations
- GST & BAS Services
- Data processing & automation
- Accounts Payable/Receivable
- Weekly, monthly or quarterly accounts management
- Profit & Loss statements
- Debt management
- Cash flow management
- Stock control & inventory
- Software training
- \*Single Touch Payroll Compliance

Back

## Tri-fold DL Brochure

A 6pp Foldout DL Flyer is a six page DL flyer that folds into a relatively small size. It folds into the dimensions of a regular DL flyer and is perfect for use in waiting room racks, general promotions and to provide to new leads. The extra pages means they allow for much more information than a regular DL Flyer.

### Cover Layout

First Class Accounts is proudly Australia's largest bookkeeping franchise with an extensive national network of professional bookkeepers operating their own businesses.

First Class Accounts operators take pride in delivering a range of services to help small and medium-sized businesses work smarter through delivery of accurate bookkeeping services, timely management reporting, compliant tax and statutory returns, staff training, set-up and migration of accounting and office software, plus comprehensive support with cash flow and debt management.

**WORK SMARTER, GROW FASTER, LIVE BETTER**

At First Class Accounts, we help small businesses work smarter and grow faster, with our range of professional services:

- General bookkeeping and compliance work
- GST, BAS & Single Touch Payroll requirements
- Payroll & PAYG
- Profit and Loss reports
- Accounts payable / receivable
- Bank reconciliations
- Cash flow management
- Training and support in MYOB, ReckonOne and Xero
- Initial client set up and maintenance of accounting and office systems
- Graphical financial reporting and analysis
- Preparation of financial budgets

**INTRODUCTORY OFFER**

**Call First Class Accounts today to arrange your free business analysis.**

In just a few hours, we can help you take the first steps towards working smarter and enjoying a more balanced lifestyle.

**Call today on 1800 082 066**

Your local First Class Accounts bookkeeper will:

- Analyse and evaluate your current accounting set-up
- Examine your BAS and PAYG reporting
- Identify where you can improve your procedures
- Show you ways to save time or money
- Demonstrate how timely and accessible information will improve your cash flow, control and insight

**What makes us First Class**

First Class Accounts bookkeepers undergo an intensive training program before they are licensed.

So they are:

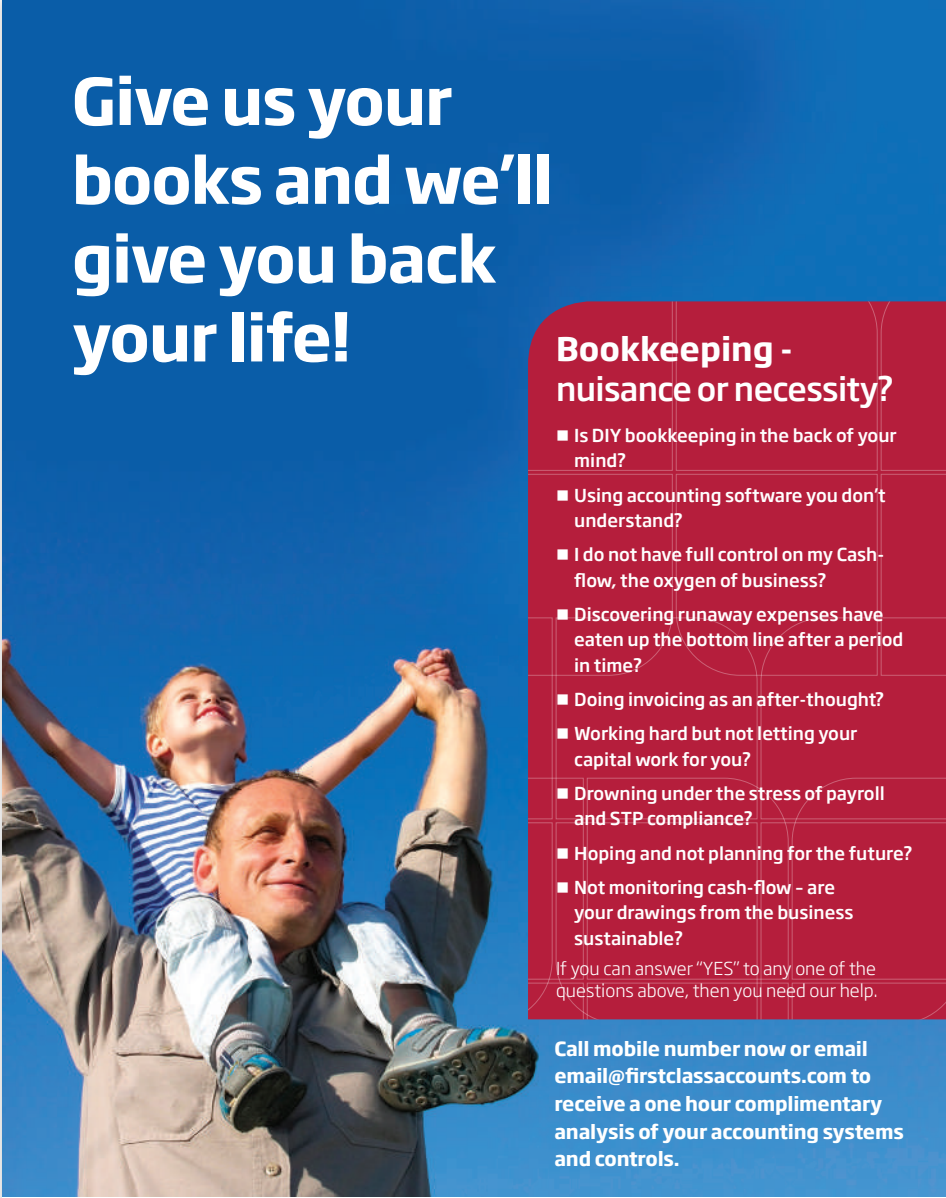
- Fully compliant with the requisite training required by the Australian Taxation Office for the preparation of BAS and PAYG returns.
- Conversant with the latest accounting software systems as professional Partners with MYOB, Reckon, Xero and IntuitQBO.
- Able to access the full suite of First Class Accounts technical and support resources.

You will enjoy the reliable, flexible and responsive approach our operators bring to your work, and with our personable manner we readily become indispensable members of your business.

Inside Layout

## A4 Flyers

A4 Flyers are perfect for use in waiting room racks, for unaddressed mail, general promotions and to provide to new leads.



**Give us your books and we'll give you back your life!**

**Bookkeeping - nuisance or necessity?**

- Is DIY bookkeeping in the back of your mind?
- Using accounting software you don't understand?
- I do not have full control on my Cash-flow, the oxygen of business?
- Discovering runaway expenses have eaten up the bottom line after a period in time?
- Doing invoicing as an after-thought?
- Working hard but not letting your capital work for you?
- Drowning under the stress of payroll and STP compliance?
- Hoping and not planning for the future?
- Not monitoring cash-flow - are your drawings from the business sustainable?

If you can answer "YES" to any one of the questions above, then you need our help.

**Call mobile number now or email [email@firstclassaccounts.com](mailto:email@firstclassaccounts.com) to receive a one hour complimentary analysis of your accounting systems and controls.**

**Visit [www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory) for more information.**



**First Class  
Accounts**  
MORE THAN JUST BOOKKEEPERS

A4 Flyer Version 2

## E-brochure/flyer

E-brochure/flyer designed for you to send out in an email to your clients. Please contact Marketing Department for this brochure



**Give us your books and we'll give you back your life!**

- Thinking Bookkeeping is just Data Entry?
- Not fully understanding and using your accounting software?
- Does your cash flow, the oxygen of your business, feel out of control?
- Discovering too late that expenses have eaten up all your profits?
- Battling to lodge your BAS according to ATO requirements and on time?
- Doing Invoices to clients that are late and missing some charges? And aren't paid?
- Working hard, but not having any money?
- Drowning under the stress of payroll and STP compliance?
- Hoping, and not planning, for the future?
- Relying on loans to keep your business operating?
- Selling products at an actual loss, but not know which ones?
- Knowing there are better solutions, but not what to do?

**Call your First Class Accounts bookkeeper now for your free business evaluation.**  
[www.firstclassaccounts.com](http://www.firstclassaccounts.com)



## Landscape Advertising Templates

Refer to page 32 for preferred software logo

Ideal for all publications excluding classified advertising.

If you are a registered BAS or TAX Agent the flyers will differ slightly. You will need to provide your BAS or TAX Agent number. You can use the Logo that the Tax Practitioners Board has provided. If not a BAS or TAX Agent the disclaimer of (\*Working under the supervision .....) an \* must be added to text.

### You can count on us to get the job done

Accurate, fast and compliant bookkeeping tailored to Aussies



**Flexible local bookkeeping services tailored for small business**

- Bank reconciliations
- Data processing & automation
- Software Training
- Accounts Payable/Receivable
- GST & BAS Services
- Profit and Loss statements
- Debt management
- Cash flow management
- Stock control & inventory
- STP Reporting

**Why choose First Class Accounts?**

- We're Australia's largest bookkeeping franchise
- We are fully insured

**Introductory offer - call now for your FREE business appraisal**

**Call John Smith at First Class Accounts - Territory**  
**Mobile 0401 234 567** (business hours) [www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)



Product No: 00128



**insert chosen slogan here**

insert sub-header here

**GIVE US YOUR BOOKS & WE'LL GIVE YOU BACK YOUR LIFE!**

**Flexible local bookkeeping services tailored for small business**

- Bank reconciliations
- Data processing & automation
- Software Training
- Accounts Payable/Receivable
- GST & BAS Services
- Profit and Loss statements
- Debt management
- Cash flow management
- Stock control & inventory
- STP Reporting

**Why choose First Class Accounts?**

- We're Australia's largest bookkeeping franchise
- We are fully insured

**Call John Smith at First Class Accounts - Territory**  
**Mobile 0401 234 567** (business hours) [www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)



**CALL TODAY TO GET YOUR BOOKS UP TO DATE FAST!**

Product No: 00129

**Give us your books & we'll give you back your life!**

**Flexible local bookkeeping services tailored for small business**

- Bank reconciliations
- Data processing & automation
- Software Training
- Accounts Payable/Receivable
- GST & BAS Services
- Profit and Loss statements
- Debt management
- Cash flow management
- Stock control & inventory
- STP Reporting

**Why choose First Class Accounts?**

- We're Australia's largest bookkeeping franchise
- Our clients attest to our competence, reliability & integrity
- We are fully insured

**INTRODUCTORY OFFER**  
**call now for your FREE business appraisal**



**Call John Smith at First Class Accounts - Territory** • **Mobile 0401 234 567** (business hours) • [www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)

Product No: 00130

Product No: 00131



## Posters

A sample of promotional signage for use in brand awareness. If you are a registered BAS or TAX Agent the poster will differ slightly. You will need to provide your BAS or TAX Agent number. You can use the Logo that the Tax Practitioners Board has provided. If not a BAS or TAX Agent the disclaimer of (\*Working under the supervision .....) an \* must be added to text.

### Alternative Software Logos



Option: 001



Option: 002



Option: 003



Option: 004



Option: 005



Option: 006

## Posters

Refer to page 51 for preferred software logo

A sample of promotional signage for use in brand awareness. If you are a registered BAS or TAX Agent the poster will differ slightly. You will need to provide your BAS or TAX Agent number. You can use the Logo that the Tax Practitioners Board has provided. If not a BAS or TAX Agent the disclaimer of (\*Working under the supervision .....) an \* must be added to text.



**First Class Accounts**  
MORE THAN JUST BOOKKEEPERS

# We'll balance your books and help balance your life.

**Flexible local bookkeeping services tailored for small business**

- Bank reconciliations
- Data processing & automation
- GST, BAS and Single Touch Payroll reporting
- Profit & Loss statements
- Accounts Payable/Receivable
- Regular management reports
- Debt management
- Stock control & inventory

**Why choose First Class Accounts?**

- We're Australia's largest bookkeeping franchise
- We are trained to professional accredited standards
- We are fully insured

**Call now for your Free Business Appraisal**  
John Smith at First Class Accounts - Territory  
Mobile 0401 234 567 [www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)  
[www.firstclassaccounts.com](http://www.firstclassaccounts.com) | 1800 082 066

myob xero Reckon R qb intuit quickbooks FCA  
FRANCHISE COUNCIL OF AUSTRALIA

\*Working under the supervision and control of First Class Financial Group Pty Ltd, Tax Agent number 20874002

## Posters

Refer to page 51 for preferred software logo

A sample of promotional signage for use in brand awareness. If you are a registered BAS or TAX Agent the poster will differ slightly. You will need to provide your BAS or TAX Agent number. You can use the Logo that the Tax Practitioners Board has provided. If not a BAS or TAX Agent the disclaimer of (\*Working under the supervision .....) an \* must be added to text.



## Rather spend your evenings relaxing than working on your business paperwork?

### Flexible local bookkeeping services tailored for small business

- Bank reconciliations
- Data processing & automation
- GST, BAS and Single Touch Payroll reporting
- Profit & Loss statements
- Accounts Payable/Receivable
- Regular management reports
- Debt management
- Stock control & inventory

### Why choose First Class Accounts?

- We're Australia's largest bookkeeping franchise
- We are trained to professional accredited standards
- We are fully insured

### Call now for your Free Business Appraisal

John Smith at First Class Accounts - Territory  
Mobile 0401 234 567 [www.firstclassaccounts.com/territory](http://www.firstclassaccounts.com/territory)

[www.firstclassaccounts.com](http://www.firstclassaccounts.com) | 1800 082 066

myob



Reckon R

qb intuit quickbooks.



\*Working under the supervision and control of First Class Financial Group Pty Ltd, Tax Agent number 20874002

Product No: 00137



## Pull-up Banner

Pull up banners are ideal for use at trade shows, exhibitions, conferences or any other events. The pull up banner comes complete with a stand and bag and folds away making it perfect for travel. They are compact and lightweight with dimensions of 850mm (W) x 2000mm (H).

A single template has been made available and contains a company overview and contact details.

Within each template there is very limited flexibility whereby contact details can be updated and logo's removed.

If you are a registered BAS or TAX Agent the pull up banner will differ slightly. You will need to provide your BAS or TAX Agent number. You can use the Logo that the Tax Practitioners Board has provided. If not a BAS or TAX Agent the disclaimer of (\*Working under the supervision .....) an \* must be added to text.

National Office's pull up banner is available for hire.



### Alternative Software Logos



Option: 001



Option: 002



Option: 003



Option: 004



Option: 005



Option: 006

Product No: 00138A



# A4 Sample Letters

An example of sample letter that can be sent out to Accountants and also Business Owners.



## Imagine how nice it would be if all your business clients came to you with tidy and accurate books!

**POSITIONAL IMAGE**

I can assist you there. As a First Class Accounts professional bookkeeper located in ??????? and servicing surrounding areas, I take pride in delivering a range of bookkeeping services to small and medium sized businesses. My services are ideal for organisations that do not have the time or background to maintain accurate and timely accounts.

Having spent a number of years in the profession, I understand the Accountant/Tax Agents requirements to have clients' financial records ready for your review. I focus on my clients' needs providing accurate reporting, reliability and results.

Give me a call and see how I can assist you and/or your clients.

### Skills

- Successfully completed the First Class Accounts Accredited Bookkeeping Training Program
- Fully trained in accounting software such as MYOB, Xero, Reckon & Quickbooks (QBO)
- Fully registered and authorised to trade as a First Class Accounts professional bookkeeper
- Member of the Australian Bookkeepers Association (ABA)

### Services

- Bank Reconciliations
- GST settings, BAS & STP preparation\*
- General Ledger reconciliation and maintenance
- Accounts payable and receivable
- Weekly, fortnightly, monthly or quarterly accounts management
- Budgeting and forecasting
- Debt management and collections
- Cash flow management
- Accountant ready books for taxation & financial planning
- Payroll, PAYG, payment summaries & superannuation\*
- Software training

Call **Sample Name** at First Class Accounts Sample territory on **XXXX XXX XXX**  
[www.firstclassaccounts.com/](http://www.firstclassaccounts.com/) (territory)

\* Working under the supervision and control of First Class Financial Group. Pty. Ltd, Tax Agent number 20874002.



## Alternative Software Logos



Option: 001



Option: 002



Option: 003



Option: 004



Option: 005



Option: 006

## A4 Sample Letters

Refer to page 57 for preferred software logo

An example of sample letter that can be sent out to Accountants and also Business Owners.



### Your business bookkeeping - minus you! Forget the stress and hassles. As your business grows so does your needs.

#### POSITIONAL IMAGE

Do you need a professional bookkeeper you can count on to look after your business or your organisation's books? I can help you.

**"Give me your books and I'll give you back your life"!**

As a First Class Accounts professional bookkeeper located in Katoomba and servicing surrounding areas, I take pride in delivering a range of bookkeeping services to small and medium sized businesses. My services are ideal for businesses that do not have the time or background to maintain accurate and timely accounts.

I understand the importance of streamlined compliant bookkeeping and understand the challenges and hurdles that small business owners face.

#### Skills

- Successfully completed the First Class Accounts Accredited Bookkeeping Training Program
- Fully trained in accounting software such as MYOB, Xero, Reckon & Quickbooks (QBO)
- Fully registered and authorised to trade as a First Class Accounts professional bookkeeper
- Member of the Australian Bookkeepers Association (ABA)

#### Services

- Bank Reconciliations
- GST settings, BAS and STP preparation\*
- General Ledger reconciliation and maintenance
- Accounts payable and receivable
- Weekly, fortnightly, monthly or quarterly accounts management
- Budgeting and forecasting
- Debt management and collections
- Cash flow management
- Accountant ready books for taxation & financial planning
- Payroll, PAYG, payment summaries & superannuation\*
- Software training

Call **Sample Name** at First Class Accounts Sample territory on XXXX XXX XXX  
[www.firstclassaccounts.com/](http://www.firstclassaccounts.com/) (territory)

\* Working under the supervision and control of First Class Financial Group. Pty. Ltd,  
Tax Agent number 20874002.



## Car Signage

### Rear Windscreen

The following imagery depicts approved vehicle signage samples for First Class Accounts vehicles. Rear windscreen signage is installed in two-colour heavy duty vinyl. One-way vision™ utilizes perforated film for maximum impact without compromising driving visibility.

**Red:** Arlon Calon 5000 Series - Bright Cardinal Red #60

**Blue:** Arlon Calon || Series - Light Navy #93

**White:** Arlon Calon 5000 Series - White #102

**\*When ordering, please use the specific car signage order form.**



Rear windscreen (standard vinyl-cut)

## Door Panels

Door panels (below) may contain two-colour vinyl with territory and phone number.

Vehicle Magnetics are available as either one or two pieces showing services and phone number plus panel 'Give us your books and we'll give you back your life!'

*\*When ordering, please use the specific car signage order form.*

driver's side

passenger's side

light background



www.firstclassaccounts.com  
**Call 04xx xxx xxx**

**Give us your books and  
we'll give you back your life!**



www.firstclassaccounts.com  
**Call 04xx xxx xxx**

**Give us your books and  
we'll give you back your life!**

dark background



www.firstclassaccounts.com  
**Call 04xx xxx xxx**

**Give us your books and  
we'll give you back your life!**



www.firstclassaccounts.com  
**Call 04xx xxx xxx**

**Give us your books and  
we'll give you back your life!**

580 x 485mm each side

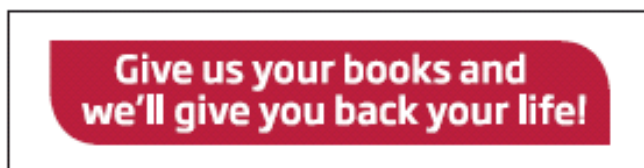
## Door Magnets

Door panels (below) may contain two-colour vinyl with territory and phone number.

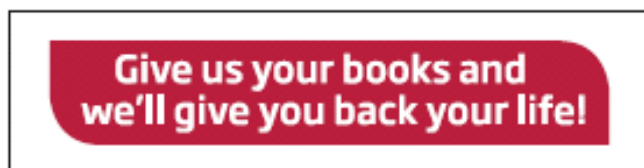
Vehicle Magnetics are available as either one or two pieces showing services and phone number plus panel 'Give us your books and we'll give you back your life!'

**\*When ordering, please use the specific car signage order form.**

driver's side



passenger's side



Main area: 580 x 350mm. Tagline: 580 x 150mm

## Shop Front Signage (Sample Only)

### Doors, Windows, Facia, Strip Panels by the metre.

The following imagery depicts approved shop signage samples for First Class Accounts franchisees' offices.

Templates have been designed by our own designer to ensure uniform signage/artwork and image is presented in the correct advertising format. Once you have placed your order with dimensions etc. our designer will forward the completed artwork to your preferred installer. Please ensure you give the **exact glass panel sizing** for each window area that the sign will be adhered to. This will ensure the files fit the area correctly.

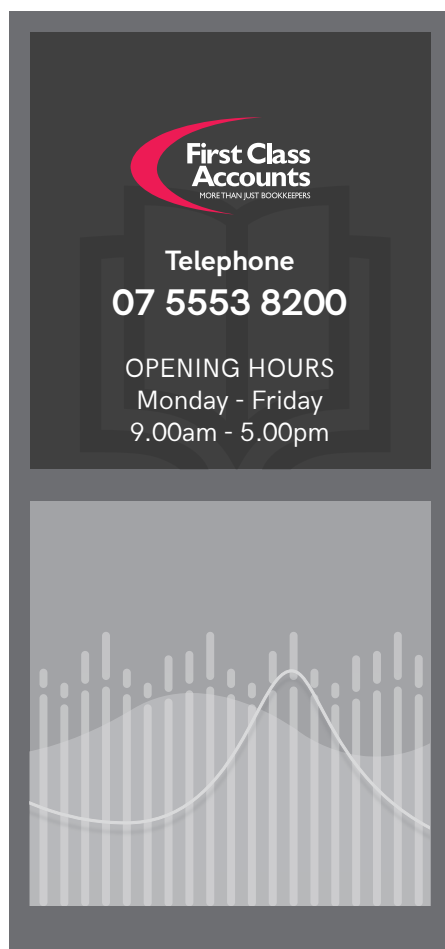
If you are a registered BAS or TAX Agent the Shop Front Signage will differ slightly. You will need to provide your BAS or TAX Agent number. You can use the Logo that the Tax Practitioners Board has provided.

If you are not a registered BAS or TAX Agent then we will have to remove the following bullet points 'Preparation of BAS' and 'Payroll'.

**By Quotation**  
as Required



Commercial premises  
Window Panels (plain and frosted)



Commercial premises  
Front Door, (plain and frosted)

## Shop Front Signage (Sample Only) (cont.)

**By Quotation**  
as Required



Product No: 00141

Commercial premises  
Window Panels, (plain and frosted)



Product No: 00142

Outdoor Building  
Artwork only supplied for fascia board. Wording will differ if not a BAS Agent



## Partner Logos

The following software logos can be used by all bookkeepers.



## Updates and Revisions

First Class Financial Group Pty Ltd reserves the right to update this guide at any time and where revised, will communicate and supply the revised document to all franchisees by way of the First Class Accounts member **Resource Area - The Wall**.

For further enquiries, please contact First Class Financial Group Pty. Ltd.

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237 Scottsdale Drive  
Robina, QLD 4226

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Phone: 07 5553 8200  
Fax: 07 5578 9028  
Email: [info@firstclassaccounts.com](mailto:info@firstclassaccounts.com)