



Practice Advantage is a content and marketing platform for professional practice firms, with a specific expertise towards accounting practices.

The business:

- Designs and writes newsletters for accountants to distribute to their clients via email or hardcopy;
- Creates and manages websites and online content (via a blog which posts regularly across a number of different topic areas); and
- Produces customisable, full and lite featured mobile applications for accounting practices, financial planners and bookkeepers.

All of these products are offered at varying levels of customisability across their Lite, Standard/Plus, and Premium/Pro versions.

With a wide variety of content that is replicable across platforms (newsletters, blog, mobile apps), and a systemised customer discovery and order workflow, Practice Advantage is in a position to offer a powerful and cost effective marketing solutions to customers whilst retaining a streamlined and efficient business operation.

Over 300 active web and newsletter clients, with a large customer database and marketing network.

### **Opportunities**

- Easily rolled out to other professional services practices which have not been focussed on to date, including legal practices and financial planning firms;
- Ability to further optimise sales mix with cross-product promotions;
- Scalability - low fixed cost base, resource light operations;



## **Products/Pricing**

[Practice Advantage](#) - Newsletters for accountants, financial planners, and bookkeepers

[Your Firm Online](#) - All in one website solutions for accountants

[Smart Practice App](#) - Mobile applications for accountants, financial planners, and bookkeepers

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