



BUSINESS REPORT

Date: **23rd September 2025**

Business Reference: **37724**

About the Business:

Accounting, Tax, Payroll & Statutory Audit Services

Full-service practice delivering cloud-enabled bookkeeping, payroll, tax compliance, management reporting and IRBA statutory audits for SMEs and organisations, backed by modern integrations (Xero/Hubdoc/Draftworx/SimplePay), a trained staff pipeline and a focus on clean reporting, automation and reliable monthly retainer packages.

Accounting, Tax, Payroll & Statutory Audit Services



Sector: **Services**

Asking Price:

R **1,610,000**

Monthly Profit:

R **45,160**

Asset Value:

R **1**

Stock Value:

R **0**

Yearly Net Profit :

R **541,918**



Business Report

Fully describe the business's activities?

The Practice consists of two related entities: a professional services firm providing accounting, tax, payroll, secretarial and advisory services, and a separate incorporated entity legally established to house statutory audit work. While the audit entity is wholly owned by the majority shareholder, both firms are serviced by the same operational team. Audit assignments are invoiced through the incorporated entity for regulatory compliance, while the accounting and advisory firm handles all other client mandates. Together, the entities provide a full-service financial offering.

How does the business operate on a daily basis?

The Practice employs six people, including two directors. The Founder provides oversight two days weekly, while the second director manages daily operations. Each staff member is assigned a client portfolio and reports to the operations lead. Two staff are completing SAIPA articles (2026), one is completing SAICA articles (2025), and the operational director is progressing through SAICA accreditation despite already holding ACCA. Working hours are 08:00–16:30, with office attendance two days weekly and remote work on other days.

What Advertising/Marketing is carried out?

A specialist digital agency manages SEO, while another firm drives LinkedIn and social media campaigns to sustain a strong online presence. You as the new owner, can use this to assist with the transition.

What competition exists?

Normal competition in the market.

How could the profitability of the business be improved?

Profitability could be enhanced through performance-linked remuneration, refining client selection, focusing on higher-margin niches, and further systematization of workflows to increase efficiency and reduce overheads.

Give a breakdown of staff/ functions/ length of service?

Founder – 12 years, oversight, Training Officer, Registered Tax Practitioner, Registered Auditor, CA(SA)
Operations Director/Shareholder – 5 years, Operations Director
Accounting Manager – 2 years (SAICA trainee)
SAIPA Intern 1 – 5 years (SAIPA trainee)
SAIPA Intern 2 – 2.5 years (SAIPA trainee)
Trainee Accountant – 3 months

Do any have management potential?

Yes. Beyond the two directors and the accounting manager already in leadership, the two SAIPA trainees show strong management potential.

How involved is the Owner in running the business?

The Founder provides oversight two days per week, with day-to-day operations delegated to the active director and broader team.

When does the current lease end?

There is no formal lease; the team operates on a hybrid model between a home office and remote working arrangements.

What are the trading hours?

Standard hours are 08:00 to 16:30, Monday to Friday, with flexibility for deadlines and client service requirements.

What are the main assets of the business?

Yes, covering laptops, screens, and office furniture.

Strengths?

- Strong client relationships built on trust
- Experienced management team with delegated operations
- Well-trained staff managing their own client portfolios
- Established brand presence in the market
- Effective referral partnerships with bookkeepers and other firms
- Hybrid work model offering flexibility and efficiency
- Solid compliance and professional registrations in place
- Continuous pipeline of trainees gaining professional qualifications
- Consistent fee base with recurring retainers
- Demonstrated ability to attract new clients through digital channels

Weaknesses?

- CRM system not fully utilised
- Marketing enquiries are not always maximised
- Systematisation requires further optimisation.

Opportunities?

- Growing number of digital enquiries through online marketing
- Potential to strengthen lead management and client conversion
- Scope to further streamline systems and improve efficiency.

Threats?

- o Rising influence of artificial intelligence in professional services
- o Intense competition from other accounting and audit firms
- o Risk of client attrition during ownership transition

What is the reason for the sale?

The majority shareholder intends to focus on other business interests and reduce direct operational involvement. A sale of 70% equity provides continuity for clients and staff, with the remaining shareholder staying active in the business. The seller is open to a structured handover period to ensure stability.