

Insights and advice from GECA Chartered Accountants, your trusted business adviser. Call us on 0800 758 766.

[View this email in your browser](#)

GECA[™]
CHARTERED ACCOUNTANTS

PlusOne[™]
accounting made easy



The September Edition

One of our core values at GECA is Innovation and we are continuously creating and implementing new services and products for our clients to provide better value, such as the Audit Insurance product discussed below. As always, please [contact](#) us if you need accounting and taxation advice or services.



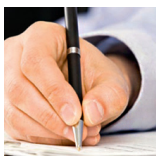
Better safe than sorry... Are you prepared?

You may have noticed that IRD has received additional funding resulting in a sharp increase in audit activity and now, more than ever before, individuals and businesses are at risk of being selected for a random audit, enquiry, investigation or review by the IRD. If your business or individual return is subjected to this, you are responsible for the professional fees involved in us providing the required information. Even the simplest enquiry can require hours of work. In some cases, when there are complex environments, unusual circumstances, multiple years or multiple companies and trusts, thousands of dollars in accounting and legal fees can be incurred.

We have responded to this growing threat by finding you the most comprehensive tax audit insurance available and are pleased to offer to you and your business our Audit Shield Master Policy. The Audit Shield Master Policy is fully tax deductible for businesses and self-employed providing you with peace of mind in relation to audit, enquiry, investigation and review associated costs. The features of this are:

- Our accounting fees in responding to audits, enquiries, investigations and reviews of your lodged returns, including those from previous years are covered.
- Specialist's professional fees if we need to engage a tax expert or lawyer for an opinion or defence are covered.
- Cover commences from as little as \$255 pa (inc GST) for a sole trader or partnership.

GECA clients will soon be receiving a letter from us explaining the policy and inviting you to participate under our Audit Shield Master Policy. Should you have any queries in relation to the offer we encourage you to contact our office upon receipt of the letter.



5 Cheaper Ways to Advertise

Advertising is an essential component of success for any business. Proper advertising ensures more sales, but if you choose the wrong options, it can be a very expensive proposition. Let's look at five ways you can reduce your business's advertising expenditure without affecting your results.

A referral program encourages your current customers to send their friends to your site, and to earn rewards for their efforts. It's a great way to generate low-cost advertising: your customers send visitors and earn a small percentage of every sale (or another reward), then those new customers refer their friends, who refer their friends, and so on! Before long, you can have an army of loyal customers actively promoting your business - with every new referral, you exponentially increase the chance of getting more customers. And all for the price of a small commission on each sale or some other loyalty reward. Read about 4 more ways to advertise [here](#):



time, but it is an investment that can save you money over the long haul. The more effort you put into finding the right people, the less likely that they will move on when another opportunity arises. Here are some strategies for attracting and retaining top talent. First, give yourself time. A senior manager has quit, leaving a gaping hole in your business. It is a hole that you desperately want to fill and you will make every effort to fill that position as soon as possible. Hiring anyone under trying circumstances can be stressful. You cannot afford to take shortcuts, otherwise you risk hiring someone who is not a good fit for the position. You need to employ your regular hiring procedures when replacing a key individual. That means carefully reviewing applications, speaking with other managers, setting up interviews and going through the entire screening process. References must be checked, background checks performed and a salary package carefully put together. Rush the process and you may have a wrong hire on your hands. Read more here [here](#):



Identify Your Break-even Point

Rounding out our series of blogs on Understanding Your Financials, we explain how to calculate your Break-even Point. , Without knowing your break-even point, you can't make informed business decisions. To cover the costs of your business you need to sell enough goods or services to reach your break-even point. Knowing where that point is, and how long it will take you to reach it, can be fundamental to your success. This especially true if you're thinking about starting or buying a business. Start by calculating your fixed and variable costs - see how to do this [here](#).



Referrals

We value your relationship and we value your recommendations, so tell your friends to either [email us](#) or call us to discuss how we can help them in their business and we will reward you and them with our generous referral system - [click here](#) to ask us more on how this works!



Events

Client education is an important part of what GECA offers our clients, by way of newsletters and client workshops. We regularly run complimentary events for business owners and business people wanting to up-skill and you can see the full program [here](#):



Team Talk

We've been busy completing annual accounts and tax returns for our clients and now is an ideal time for you to send us your information in to us if you haven't done this already. Please [contact](#) us if you need the your Year End Questionnaire resent to you.



Share



Tweet



Forward



+1



Share

You are receiving this as a valued client of GECA Chartered Accountants. Please use the button below if you no longer wish to receive the GECA Business News Update.

Call us on 0800 758 766 or +64 9 523 7777.

Our mailing address is: PO Box 99 081, Newmarket 1023
and our offices are at Level 2, 98 Carlton Gore Road, Newmarket

[unsubscribe from this list](#) [update subscription preferences](#)