



D!altaxTM

Your Neighbourhood Tax and Accounting Centre

FRANCHISE BROCHURE

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INTRODUCTION: WHY TAXATION SERVICES?

Starting your own franchise can be exciting, but it can also be stressful. You want to make sure you are investing in something that will make you money. Becoming a Dial Tax franchisee is an EXCELLENT choice because every single Canadian who has earned income during the year needs their income tax completed. That is a very large group of people who potentially need your services! Additionally, very few people know enough about tax to be able to complete their taxes on their own without spending countless hours of frustration in front of a computer screen. The overwhelming majority of people would rather avoid this headache and simply head to the nearest tax accounting office to have their taxes done for them. This is precisely why owning your own Dial Tax office can be a very lucrative investment!

Owning a Dial Tax franchise can also be very rewarding and liberating. YOU are your own boss. YOU are in control of your time and your financial future. You will have the flexibility to decide how many months a year you want to devote to this business, who you want to work with, and you even choose the location! Don't continue building the wealth of others; it is time you built your own wealth, on your own terms.

But it is not only about money; it is also about the company. Dial Tax is made up of passionate individuals who work hard and enjoy their work. It is a name that people trust and respect. You will benefit from our strategic marketing, professional tax training and low start-up costs. We want to see YOU succeed!

MISSION STATEMENT

Our mission is to consistently deliver quality results to every client. We work hard, but we enjoy the challenge and we take pride in the work we do. Team work and treating others with respect are part of our core values, as is integrity, honesty and loyalty.

OUR VISION

Our team is made up of friendly, intelligent and energetic individuals who believe that Dial Tax delivers a superior quality of service than do other tax accounting firms while maintaining competitive prices. Because of this, Dial Tax is expanding in order to more effectively compete with the BIG FISH. Our rapid and strategic placement of kiosks in a variety of unique places is driving our vision. Within the next five years we hope to expand to other major metropolitan areas, such as Toronto.

THREE YEAR SALES PROJECTIONS

		1st year		2nd year		3rd year	
	Total returns	250 returns		400 returns		600 returns	
Revenue	Simple returns 70%	175	\$75	280	\$75	420	\$75
	Complex returns 30%	75	\$125	120	\$125	180	\$125
	Net sales		22,500		36,000		54,000
	Referral commission		3,000		4,500		6,000
	Total revenue		25,500		40,500		60,000
Operating expenses	Software		-300		-310		-320
	wages expense		-3,520		-3,680		-3,840
	Royalty fees		-3,375		-5,400		-8,100
	Franchise Fee		-3,000		-3,000		-3,000
EBITDA*			\$15,305		\$28,110		\$44,740

* Earnings before interest, taxes, depreciation and amortization

ALREADY OWN A BUSINESS?

This section is intended for prospective franchisees that currently operate their own business. We present this proposal to you as an exciting opportunity to combine your resources so that you may maximize the potential of your current business location by offering income tax preparation services and financial services (optional).

Here are the benefits:

- **Additional Income.** Generate extra income by providing income tax preparation services. See the sales prediction table located on page 5 for more info.
- **Part-time.** The majority of people have their income tax completed during the tax season; therefore, there is no strenuous time commitment needed. You will still have time to operate your main business, while only needing to set aside a few hours a day during busy season to make that extra income.
- **Same location.** Operate your Dial Tax franchise right out of your current business location! No extra travel time needed, yet you still benefit from increased revenue! Very few, if any, income tax preparation franchisors offer this benefit, as they prefer you to operate out of a distinct location.
- **Customers.** Because you will have the opportunity to operate your Dial Tax franchise from the comfort of your current business location, you will already have developed a client base, thus giving you a head start. Additionally, because we will advertise your location on our website and in promotional materials, new clients that come to your location for taxation services will also be introduced to your main business.
- **Extensive training provided.** We train you on everything you need to know about personal income tax preparation. We also provide you with manuals that take you step-by-step through the entire income tax preparation process. On top of all of the training, we are here to help answer questions, should you have any during the operation of your Dial Tax franchise.
- **Low start-up costs.** The price of purchasing a Dial Tax franchise is extremely low compared to other income tax preparation franchises. We also offer a payment schedule that would save you the trouble of having to pay the full cost of a Dial Tax franchise up-front, all at once.
- **Optional Financial Services.** You may also want to further increase your revenue by additionally offering financial services. This is not a necessary service to be offered, but we do encourage our franchisees to participate in financial services, as many clients who will come to your franchise will also need help with their personal finances.

CONTACT

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