

Accounting for Masseurs & Wellness Centres



**LINDA
MCGOWAN** Pty Ltd
Strategies & Solutions for Business

"As you know, running a massage therapy business or wellness centre can be challenging. It is a competitive business so marketing and positioning is critical. Given the personal nature of the treatments, privacy and confidentiality are paramount and referrals are the life blood of the business."

Linda McGowan CPA

Having an accountant who understands your massage business or wellness centre can mean the difference between simply surviving and potentially thriving. Over the past decade, Linda McGowan and her team of accountants have mentored a number of massage therapists through the various stages of their business life cycle from start up right through to sale. We offer you experience, technical knowledge and most importantly, an intimate understanding of your industry.

Thinking of Opening a Massage Therapy Salon or Wellness Centre?

There are numerous hurdles to jump when opening a massage therapy business or wellness centre. As a business start-up specialist we can assist you with your site selection, your retail lease and your marketing. One of the first things we provide you with is a comprehensive checklist of start up expenses that lets you break down your anticipated costs into categories including leasehold improvements, IT costs, marketing and equipment. These figures then automatically feed through to an integrated cash flow budget to help you identify any finance requirements.

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"Here at Linda McGowan Pty Ltd we are so much more than just tax accountants. We are 'business and profit builders' who provide strategies and solutions for business owners. We truly care about your success and work with a number of masseurs and wellness centres.

If you're looking to get your massage business or wellness centre off to a flying start or want to boost the results in your current business, call us today on (03) 9383 2700."

Linda McGowan CPA



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Apart from the usual small business compliance issues of GST, BAS, PAYG and superannuation we can help you with your marketing, website, software selection, pricing, social media strategy and retail lease. If you're looking to buy a massage business or wellness centre we can help you assess the value and viability of the business. We can also benchmark your business performance against industry averages so you know what's working in your business and what needs working on.

Our unique Business Accelerator Process is all about fast tracking your business success and the team of specialists at Linda McGowan Pty Ltd offer masseurs and wellness centre owners a range of accounting, taxation and business coaching services including:

- Start-Up Business Advice
- Advice and Establishment of Your Business Structure
- Advice & Assistance with the Purchase or Sale of your Business
- Tools including a Start Up Expense Checklist and Price Calculator
- Tax Registrations for your ABN, TFN, GST, WorkCover etc.
- Business Plans, Cash Flow Forecasts and Profit Projections
- Accounting Software Selection and Training – Bookkeeping, Payroll
- Preparation of Finance Applications for the Bank
- Site Location and Advice Regarding your Retail Tenancy Lease
- Preparation and Analysis of Financial Statements
- Bookkeeping and Payroll Services
- Tax Planning Strategies
- Industry Benchmarking and KPI Management
- Marketing Advice—Branding, Brochures, Website and Social Media
- Website Development, Content and SEO
- Wealth Creation Strategies and Financial Planning Services
- Vehicle & Equipment Finance (Treatment Tables, Equipment and Shop Fit Out—Chattel Mortgage & Lease)
- Monitoring and Controlling Labour Costs
- Advice & Assistance with Pricing of your Menu of Services
- Advice regarding Claiming Motor Vehicle Costs
- Recession Survival Strategies
- Advice regarding Contract Therapists
- Advice regarding Employee Relations and Workplace Laws
- Business & Risk Insurances
- Business Succession Planning

Call us today on (03) 9383 2700 to discuss how we can help you grow your business, your profits and your wealth.