



MEDIA RELEASE

ARE ACCOUNTANTS READY FOR THE SMSF LICENSING REGIME?

MELBOURNE: 24 January 2013

With up to 10,000 accountants potentially expected to enter the limited licensing framework to advise SMSF trustees, Managing Director of The SMSF Academy, Aaron Dunn believes that many will need to start focusing on the choices available to them; the changes they may need to make to their SMSF business model; and the timing of their entrance to the SMSF licensing framework. “1 July 2013 is fast approaching and accountants looking to enhance their service offering to a growing number of SMSF trustees need to start thinking very seriously about their choices in respect to providing advice.”

To address the issues related to the limited license draft regulations, and explore the licensing options for practitioners, The SMSF Academy is providing a complimentary webinar on **Wednesday, 30 January at 11:00am, AEDST**. The webinar will be hosted by leading SMSF authority and author of TheDunnThing™ blog, Aaron Dunn, who will be joined by Head of Superannuation at the Institute of Chartered Accountants (ICAA), Liz Westover, and National Manager of MLC Accountant Solutions, Nick Hilton. Together, they will discuss the options available under the licensing framework and discuss some of the key considerations for accountants in the decision process. Full details including registration can be found at www.thesmsfacademy.com.au/smsflicensing

According to Aaron Dunn, there will be a range of early adopters into the limited licensing framework, “With a growing number of accountants specialising in SMSFs, I believe they will see 1 July 2013 as a great opportunity to further build their SMSF businesses.” Aaron sees a significant opportunity in the self-directed SMSF trustee space, “Industry research suggests a growing number

of coach-seeker trustees, looking for specific advice around strategic issues. This greatly increases the opportunities available for accountants who specialise in this area.”

About The SMSF Academy

The SMSF Academy is a specialist self-managed superannuation fund (SMSF) education and training provider that helps professionals grow their SMSF business. The business was co-founded by Solicitor, Ian Glenister and Managing Director, Aaron Dunn, author of the SMSF blog, *thedunnthing!*

Early February 2013 will see the launch of SMSF101 – the first truly online SMSF education solution for SMSF specialists. This SPAA-accredited course has been developed by The SMSF Academy in conjunction with leading online education provider, Money101.

More Information:

www.thesmsfacademy.com.au

www.smsf101.com.au

Media Contact:

Aaron Dunn | aarond@thesmsfacademy.com.au | 03 9351 0183 or 0488 055 836