

*Why on earth would somebody  
become a Motor Dealer?*

*It would have to be one of the  
most competitive, specialised,  
cut throat, tight-margined...*



*...businesses around. Dealer principals are at the mercy of consumer tastes, interest rates, factory sentiment, model evolution, government regulation and internet marketing.*

*Of course this doesn't include the specialised knowledge that is required to run a business in an environment with its own language, factory reporting, departmental management, susceptibility to fraud and peculiarities of finance.*

*It may be tough, but get it right and a motor dealership can be a very prosperous and rewarding business.*

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*Fordham Motor Dealer Services prides itself as being one of the leading advisors and accountants to motor dealers throughout Australia, with clients ranging from smaller rural-based operations to larger multi-franchised metropolitan businesses.*

### **Why Fordham?**

Our service principles:

- We specialise in owner-managed businesses – we don't act for public companies, multinationals or governments.
- We participate in dealer training and profit improvement groups, but we don't act for motor manufacturers. No conflicts.
- We only charge our time – we never take commission.
- We provide service, but we don't sell products – no questionable investments, tax schemes or insurance products.

### **Service methodology**

At Fordham, we build partnerships with our clients by integrating the following key service components:

- we help dealers get started
- we support them in running successful businesses throughout their careers
- we look after their hard-earned wealth for retirement

### **Service model**

Our service model is made up of the following core components:

#### **One – Specialist motor dealer services**

Pivotal dealership advice including new dealer advocacy services.

#### **Two – The owner-focused service model**

Asset protection, tax management, retirement/estate planning and wealth management.

#### **Three – Relationship and strategy**

Planning for the future of the business, the owner and wealth of the family.

#### **Four – Core business services**

Accounting, tax and compliance.

To find out more about how Fordham Motor Dealer Service's methodology and specialist services can benefit you and your dealership, read on...

*“Our specialists actively participate in manufacturer management forums to ensure that Fordham Motor Dealer Services is able to provide cutting edge advice in this highly competitive and ever-changing industry.”*

David Buckley  
Divisional Director, Fordham Motor Dealer Services



## One – Specialist motor dealer services

*The Fordham Motor Dealer Services team is committed to helping owners improve the profitability of their businesses and consistently deliver services that dealers want, value and need.*

Fordham has driven initiatives, education and management for the benefit of a large number of motor dealers.

With our specialist directors and more than 25 staff, the Fordham Motor Dealer Services team is well known in the marketplace for its extensive range of services and ongoing commitment to the needs of motor dealers. The firm’s reputation has given the team the opportunity to work with numerous dealerships over the last 25-plus years. In fact, there is hardly a motor dealer across Australia who hasn’t used Fordham at some point in time!

### Advocacy services

New dealer advocacy services to help avoid the traps...

- Target selection and negotiation
- Due diligence and reviews
- Government Registrations and finance proposals
- Manufacturer and distributor proposals
- Contacts anywhere in the motor industry and all related areas.

**We help you get started!**

### Pivotal dealership services

- Facilitation and assistance with the acquisition or disposal of a franchise, dealership or site (we simplify the process for you).
- Valuation of a dealership for equity participants, finance raising, changes in ownership or even compulsory acquisition (we know what these businesses are worth).
- Assistance with preparation of applications for funding and finance (it’s not what you know...).
- Understanding the functionality of dealerships through progressive dealership operational reviews (what is the health of your business?).
- Best practice performance evaluations using our Dealership Analyser (what can you improve?).
- Minimising Fringe Benefits Tax using our electronic FBT Ready Reckoner (we take the hassle out of preparing your FBT return).
- Better management of compliance sales systems using our GST flowchart (we help you through the GST minefield).
- Fraud prevention programs (how do you minimise your risk?).
- Providing industry benchmarks collated from “best practice” dealership results (maximising your potential).

**We help you achieve the best performance from your dealership!**

*“In this competitive and fast paced industry, close client relationships coupled with consistent communication keeps us at the forefront of industry best practice initiatives.”*

Frank Genobile  
Director, Fordham Motor Dealer Services



## Two – Owner-focused service model

*As the leading advisors to the privately owned business segment, Fordham always advises clients through the eyes of the business owner.*

The key to the owner-focused service model is the philosophy that the business is viewed as the means to building wealth for the owner and not an end in itself.

The first aspect of the model is **asset protection**. This risk-based platform looks at the necessary and avoidable problems which arise in the conduct of business and seeks to minimise, separate and isolate issues which can have devastating consequences on the wealth of the family.

The second aspect is **tax management**. This is not about last-minute actions to minimise tax a few days before year end or hastily deciding which entity should own a new investment. It's about a long-term strategy where the need for last-minute decisions is avoided and the risk of inappropriate ownership structures is gone. It's also about carefully fixing problem structures that owners have inherited over time.

The third aspect is **retirement planning**. This is not about buying retirement products – Fordham doesn't sell them. Instead, it builds on proper protection and tax planning and looks at succession strategies, business value and exit options. It looks at wealth streams and superannuation policies and considers inter-generational wealth issues (including estate planning and wills) and associated risks.

The final aspect is **wealth management**. Fordham helps clients build their wealth through non-commission based direct investments where they control their own funds and mitigate risk through proper planning, communication and management.

*“Planning only takes a few hours and a degree of frankness and self awareness. It helps the owner set the path for the future.”*

Mark Cummings  
Director, Fordham Client Services



### Three – Relationship and strategy

*Perhaps the most important and valued part of the relationship between the client and the Fordham director is the role in developing strategy.*

This planning focus is unique to Fordham. It is undertaken for all clients away from their businesses, one on one. It takes a few hours and a degree of frankness and self-awareness. It helps the owner set the path for the future ... the future of the business, the owner and the wealth of the family.

The planning focuses on:

- Profit improvement
- Business management and strategy
- Succession planning
- Inter-generational wealth transition.

Once a business owner develops a vision for the future of the business or the family position, and once the strategy for how to achieve this is articulated and documented, most owners become very passionate about their quest to achieve their objectives.

Of course, one of a dealer’s greatest challenges in achieving their vision is “managing their managers” to achieve their goals. In this regard, a strategic plan involving the management team can be invaluable in order for dealers to realise their potential.

By involving all managers, the process engenders a sense of group ownership in respect of the agreed plan. The management team members enjoy a sense of camaraderie and common purpose (overcoming hidden agendas).

Ultimately, this process ensures that your business’s problems are addressed in an efficient and timely manner by consensus, with the more important issues ascribed higher priority.

By achieving proper “sign on” of their management team, dealers are able to achieve their business vision. Ultimately, through their relationship with their Fordham director, our business-owner clients achieve their personal and family vision.

*“Getting good advice is essential. And due to their expertise in the industry, Fordham always gives practical, professional and objective advice.*

*Fordham continually helps me with complicated tax matters and works with me to improve the administrative procedures of the dealership. They’ve also helped me be proactive with planning. Not just planning for the business, but planning for my own future. The total package.*

*Every time I go to Fordham for advice, they put themselves in my shoes and ask what would be best for John Pascoe?”*

*John Pascoe, City Automobiles, Melbourne*



## *our – Core business services*

*commitment to the motor retail industry, with 25-plus years of experience, ensures our business owner clients enjoy peace of mind as they continue to build long-term wealth and security.*

*As an outsider, all accountants look the same. Surely a set of financial statements or a tax return are generic documents? How could one accountant excel to the point where their clients gained quantitative and qualitative benefits?*

*What is it about the Fordham culture.*

*For our clients it means old-fashioned accuracy and attention to detail. Ensuring regulatory compliance is strictly adhered to so that clients understand their obligations and timing. As a result, fundamental opportunities are not missed and clients can sleep at night. Clients save tax and they have peace of mind.*

*How is this achieved?*

*At Fordham, it begins with a selection of the highest calibre of people, achieved by providing the right opportunities and training to attract and retain the best people, whilst reinforcing the importance of the business-owner focus. Add to this a zeal for world’s best practices, from policies and procedures to fully intranet-based and integrated quality systems...and a commitment to business excellence, without exception.*

## Services

### For the business

Business planning  
Business structuring  
Benchmarking  
Profit improvement

### For capital restructures

Sale of business  
Valuations  
Acquisitions/MBO  
Financing assistance

### For tax

Tax management  
Structuring  
Research and advice  
Capital transactions

### For investment

Portfolio Management  
International Equities Fund  
Garnet Superannuation Fund  
Investment Mandates

### For wealth

Succession planning  
Wealth accumulation  
Shareholder agreements  
Inter-generational wealth planning

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