


**Change
GPS**

an  access company



3 Ways To Grow What Matters

Transform your practice with
'Value, Plan, Price'



Value. Plan. Price.

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It's a mantra at ChangeGPS—it's how we're changing everything holding our industry back.

Too many accounting practices grow slowly and without growing margins.

They know the difference their services make—but struggle to bill for that value. They care so much, they actually *worry* when work that takes minutes is worth thousands to their clients.

It's made accountants scared to be proactive with sales, and kept practices trapped in slow growth.

We built ChangeGPS around the 'Value, Plan, Price' model to create faster and better growth for every practice that joins us.

Value. Plan. Price.

Three life-changing steps—for accountants *and* their clients.



1. Put value first

Quantifying value is a core skill for us accountants. But there's a blind spot when it comes to quantifying our own.

That's why ChangeGPS has scenario planning at its core. We establish baselines for clients, then show the 'what-ifs'. Did you save them unnecessary tax? Keep them compliant? Update their deeds? Reduce their risk profile for ATO or FBT audits?

Scenario planning brings value to life for clients—painting a vivid picture of your impact. From problems avoided, to hard gains made, to lifestyle benefits—all from the right mix of services.

Our 20+ VPP templates provide the strategic thinking—based on the Value, Plan, Price model—then you apply your judgment and nuance.

It's a winning combination—putting 'value' front and centre as what *really* matters.



2. Plan with clients

Planning opens the door to clients and helps us work alongside them—instead of firing off sales letters (or thinking you should).

Too many of us assume that clients don't want to spend money. We're in 'siege mode' after decades of charging for tax returns while giving out valuable advice freely.

Sometimes we all need help to lift our vision.

ChangeGPS offers the materials, tools and processes to educate clients on your available services—and the value they'll create—from the very first moment of engagement.

Engage memberships offer 17 distinct steps in the engagement letter. Core memberships provide monthly emails on sessions your clients are *already* aware of.

So, estate planning, taxflow planning, deed reviews and more. They all sell themselves—every month—to clients who understand their value.

And not just any clients—but the best clients.

They're *already* onboarded, *already* in your systems and *already* know not to expect free advice.

They offer exactly the *right kind* of practice growth.





3. Get pricing right

Let's face it—accountants get pricing wrong.

They undervalue their impact—and it's not doing clients any favours.

It makes valuable advisory engagement ad-hoc, where a 5-minute call becomes 10 or 15 minutes—rushed, unwritten and hard for the client to retain.

Accountants link time spent to pricing in a way that lets down their business, their capacity—and ultimately their clients. ***We laugh at lawyers***, but struggle to marry our pricing with our desire to help.

So while many accountants fantasise about upfront pricing, they struggle to take the leap of faith.

ChangeGPS solves that.

We're upfront and proud on pricing—and we've built the entire communications platform you need to be proud of your pricing too.

From engagement to monthly letters to annual meetings—we educate clients not just on value—but on pricing in line with industry trends.

Our new Progress module lists the full spectrum of your services, with industry-benchmarked (and editable) pricing.

You're never seen as an outlier. Your trusted advisor status is solid as a rock—the foundation of a great practice.



Grow what matters

ChangeGPS pioneered the 'Value, Plan, Price' model to help you get the right kind of growth for your practice.




**Productivity, profit, and performance
—just like that.**

Try one of our **client emails** for free—
and grow your practice the right way
with ChangeGPS.



**Change
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an  access company

**We'll show you just how
much ChangeGPS can
matter to your practice.**

Get in touch to schedule a demo.

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