













Are you an endangered practitioner or industry leader?

Stage of SMSF business	1 Endangered Practitioner	2 Steady Professional	3 Specialist Provider	4 Emerging Player	5 Industry Leader
 Number of SMSFs	< 25 funds	20 - 100 funds	75 - 250 funds	251- 500 funds	500+ funds
 Sector Representation (%)	8,500	4,000	500	400	30
 Est. SMSF Revenue (\$)	< \$75k	\$75k - \$250k	\$250k - \$500k	\$500k - \$1.25m	> \$1.25m
 Operation Type	Generalist	Generalist	Specialist	Specialist	Specialist
 Average Number of Services	<4	5	6	7	8
 Service Delivery	Annual	Annual / as required	Regular (e.g monthly)	Regular	Multi (incl. regular, daily)
 Fees and Billing Cycle	Time, Annual	Time, Annual or as required	Fixed, regular	Fixed, regular	Fixed, regular
 Biggest Challenge	Keeping up to date	Lack of resources	Implementing change	Business model decision	Attracting new clients
 Success Factor	 Knowledge	 SMSF Cloud Implementation	 Business Process	 Strategic Planning	 Sales & Marketing

Not sure what stage you're at?
[Take the Smarter SMSF quiz](#)



What ever stage your practice is at, **SMSF success is achievable.** Focus on your practice's success factors and take steps to reach them.

Take the next step

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