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DOOLE
& PARTNERS PTY.
CERTIFIED PRACTISING ACCOUNTANTS
A.C.N. 010 478 181

Consultant:
Keith F. Poole
CPA.

REF:DGP:SM

9th July, 1992.

Mr. T. Watters,
Auchinlea Pty.Ltd.,
P.O. Box 1456,
CHATSWOOD. NSW 2057

Good morning Trevor,

Sorry this is late but I'm pushed for time due to golf commitments.

As you are aware, over the past 2 years we have committed a lot of time into getting Practician to a stage where it is now an integral part of our practice from 2 points of view.

Firstly, before we "attacked" our clients with it, we made sure that our practice was utilising the concepts both you and Keith have preached. To accept your philosophy was the biggest hurdle to jump as it really is against most academic literature available.

I believe that as we have persevered with the software it has radically changed the way we do business. It certainly has increased our turnover and profitability, but most of all, it has given our accounting staff a new lease of life in that they can now do more than just tax work for our clients.

The other important point is that for the past 12 months our office had a "focus" on a weekly target. We pursued the small picture instead of the big picture. Because of this weekly focus, the staff became much more involved in the day to day affairs of the office as they were aware of where we wanted to be at the end of each week.

From our practice's point of view, "Practician" has been an important part of our growth.

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The second reason why "Practitioner" has been an integral part of our practice is the area of Business Management Services. We have set up a separate section with its own resources allocated solely to "Practitioner" work with our clients.

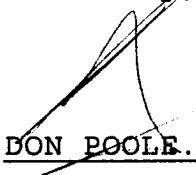
I recall speaking to Keith about 12 months ago and took with a grain of salt his expressions on how to double or treble your client's fee and still have him love you. He is absolutely right. It works and it happens, all we needed to do was provide the right service and timely advice - which "Practitioner" did.

An example is one of our jeweller clients operating from a tourist outlet who sat down with me last week and said:

"My turnover is down \$80,000 from last year, my customer numbers are down, but my bottom line is \$1,000 more which in hindsight came about because of the weekly feedback I received in relation to sales and gross profit margins. I learnt that I didn't need to discount prices in order to achieve my goals because I had a weekly focus."

It is satisfying to now have a base of clients who really understand how their business should work and who don't mind paying for the advice.

Sincerely,



DON POOLE.