

## MEDIA RELEASE July 2011

25 Canterbury Road, Blackburn Vic 3130

\* Financial Planning  
Bill Paying & Budgeting  
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### MyLife Launches MyLife Taxation Services

MyLife is launching its new tax service as of July 2011.

*'We have worked closely with some good accountants over many years' says David 'however, through feedback many of our clients have indicated they would like a higher level of attention to detail and proactive advice.'*

For this reason, MyLife has decided to take over managing the tax return process.

*'We found that we were often collating and compiling documents, providing the majority of the work already finalised for the completion of the Tax return to the Tax Agents only to find errors still occurring and often the returns were not being lodged in as timely a manner as MyLife would expect. This frustrated clients and reflected poorly on MyLife',* comments David.

MyLife decided that it needed to find a partner who had what they call 'a spirit of excellence'; providing the same dedication and commitment of service that MyLife themselves try to deliver to their clients. MyLife is proud to announce an exciting new venture; a partnership with Allwood & Ryan (Accountants & Business Advisers) to establish "MyLife Taxation Services". Although Allwood & Ryan are not located at the MyLife Office, this is not a barrier to excellent service. Clients can call the MyLife Office and be transferred directly to our new partners. For those clients who would prefer a 'face to face' meeting, MyLife will have available their interview room where video conferencing can be organised. *Today's technology allows business to work together regardless of distance. If we can make it easier for our clients to complete their returns then we will judge it a success and hope our clients do as well.'* says David.

MyLife believes this new service will definitely save their clients time and effort. Clients choosing to use another accountant can individually collect and provide their information to the accountant, or alternatively, MyLife can provide the information required to the respective accountant at a reasonable cost.

As an introductory offer and to promote the "MyLife Taxation Service", MyLife are giving all clients who refer friends or family the opportunity to have their tax returns and their friends or families tax returns completed for FREE. To qualify you need to refer someone who meets the following criteria:

- be single or couple with children
- be between 30 to 50 years of age
- have a combined family income over \$80,000
- have a mortgage no greater than 2 x their combined family income
- be willing to listen to David for a couple of hours

Suggested Conversation starter (if you are stuck for ideas):

Client: Hey '*Friend's Name*', how would you like your tax return completed for free.

Friend: What's the catch?

Client: All you have to do is listen to David from MyLife for a couple of hours and MyLife will do yours and my tax return for free.

Friend: That sounds ok

Client: Ok, before I give him your details I have see if you fit within the criteria. Would your combined family income be greater than \$80,000, and do you have a mortgage?

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