

EMPIRE FLOW GROUP

P T Y L T D

COST SAVINGS ANALYSIS

Empire Flow Group vs Individual Market Providers

What Australian Trade Businesses Actually Save Using the EFG All-in-One System

A sole trader using individual service providers pays an estimated
\$45,000 to \$110,000 per year in fragmented business service costs.
EFG consolidates those services into one structured, integrated system.

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Creating Flow. Building Empires.

01 METHODOLOGY AND DATA SOURCES

This analysis compares the cost of sourcing equivalent business services individually from the open Australian market against accessing those same services through Empire Flow Group as a single, integrated business operating system.

All market rates used in this analysis are sourced from current Australian market data as of 2025 to 2026, including published pricing from BizCover, Xero, GoHighLevel, Bark Australia, Building Great Businesses, Lyvia Bookkeeping, Coleman Financial Group, and industry benchmarking publications.

Three business scenarios are modelled:

- Sole Trader — Individual operating alone, up to \$300K annual turnover, no staff
- Growing Operator — Owner-operator with 1 to 5 staff, \$300K to \$800K annual turnover
- Trade Company — Established business with 5 to 15 staff, \$800K to \$2M+ annual turnover

All figures shown are in Australian dollars including GST unless otherwise noted. Savings figures represent mid-range market rates. Actual savings may be higher depending on specific provider quotes.

02 FULL SERVICE COMPARISON — MARKET RATE VS EFG

The table below shows all services included within the EFG business operating system, the equivalent individual market provider, the market rate range, and the estimated annual saving at mid-range pricing.

SERVICE	INDIVIDUAL PROVIDER	MARK ET MIN/M O	MARK ET MAX/M O	EFG INCLUDED	ANNUAL SAVING (MID)
Bookkeeping	External BAS-registered bookkeeper (outsourced). Monthly reconciliation, BAS prep, payroll.	\$300	\$800	Included within EFG service model	\$6,600
Accounting (Annual)	External accountant. BAS lodgements, EOFY tax return, financial statements, ATO reporting.	\$250	\$500	Included within EFG service model	\$4,500
Accounting Software	Xero Grow plan (most common for trades). Invoicing, payroll, BAS, bank feeds, reporting.	\$75	\$100	Included within EFG service model	\$1,050
CRM Platform	GoHighLevel, Jobber, ServiceM8 or equivalent. Lead management, quoting, scheduling, follow-ups.	\$97	\$299	Included within EFG service model	\$2,376
Business Coaching / Mentoring	Qualified business coach. Minimum 2 sessions per month for meaningful progress and accountability.	\$500	\$2,000	Included within EFG service model	\$15,000
Business	Business consultant for	\$500	\$1,500	Included within	\$12,000

Consulting / Strategy	strategic planning, growth roadmaps, pricing reviews, operational strategy.			EFG service model	
Project Coordination	Freelance project coordinator or operations manager (part-time). Job scheduling, builder communication.	\$800	\$2,000	Included within EFG service model	\$16,800
Admin and Compliance Management	Virtual assistant or part-time admin. Paperwork, documentation, compliance file management.	\$400	\$1,200	Included within EFG service model	\$9,600
Professional Indemnity Insurance	BizCover / National Cover. PI at \$1-2M cover for sole trader or small business operator.	\$80	\$150	Guidance and verification provided	\$780
Public Liability Insurance	Trade-specific PL cover. \$5-20M limit for trades contractors, sole traders and companies.	\$50	\$125	Guidance and verification provided	\$525
Performance Reporting and KPI Dashboards	Data analyst or reporting consultant. Monthly business performance reports and KPI tracking.	\$300	\$800	Included within EFG service model	\$6,600
Lead Generation and Marketing Systems	Marketing freelancer or agency. Lead gen strategy, email sequences, referral systems.	\$500	\$2,000	Included within EFG service model	\$15,000

Important Note on These Figures

The market rates shown represent mid-range costs for competent, experienced providers. Budget providers often cost more in the long run through errors, rework, and missed compliance obligations. The EFG model also eliminates the significant hidden cost of time spent managing multiple providers, onboarding relationships, and coordinating between separate parties — a burden that conservatively adds 5 to 10 hours of owner time per month.

03 SCENARIO 1 — SOLE TRADER

A plumbing sole trader, newly registered, working alone. Revenue approximately \$180,000 to \$300,000 per year. Requires core business administration, basic systems, compliance, and coaching to grow confidently.

SCENARIO 1: SOLE TRADER | Est. Revenue \$180K - \$300K

SERVICE / PROVIDER	MARKET RATE (MID)	ANNUAL MARKET COST	WITH EFG
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Bookkeeping (outsourced, basic)	\$400/mo	\$4,800	✓ Included
Accountant (annual compliance)	\$167/mo	\$2,000	✓ Included
Xero Grow accounting software	\$75/mo	\$900	✓ Included
CRM and job management (Jobber/ServiceM8)	\$120/mo	\$1,440	✓ Included
Business coaching (2 sessions/month)	\$600/mo	\$7,200	✓ Included
Admin and compliance support	\$500/mo	\$6,000	✓ Included
Insurance guidance and verification	\$80/mo	\$960	✓ Included
Lead gen and marketing setup	\$500/mo	\$6,000	✓ Included
TOTAL ANNUAL SPEND		\$29,300	EFG Phase 1: ~\$500/mo
✓ ANNUAL SAVING WITH EFG (based on mid-range market rates)		\$23,300 SAVED PER YEAR	

At EFG Phase 1 pricing (~\$500 per month), the sole trader accesses the equivalent of \$29,300 in annual market-rate services for approximately \$6,000 per year — a saving of over \$23,000.

This does not include the value of time saved. Owners managing these services individually typically spend 8 to 12 hours per month coordinating, communicating, and chasing multiple providers. At a conservative tradie rate of \$65 per hour, that represents a further \$6,240 to \$9,360 annually in reclaimed productive time.

04 SCENARIO 2 — GROWING OPERATOR

An electrical contractor with 2 staff. Revenue approximately \$400,000 to \$800,000 per year. Requires full business systems, payroll, project coordination, strategic planning, and consistent coaching to transition from operator to business owner.

SCENARIO 2: GROWING OPERATOR | Est. Revenue \$400K - \$800K

SERVICE / PROVIDER	MARKET RATE (MID)	ANNUAL MARKET COST	WITH EFG
Bookkeeper (monthly, payroll + BAS)	\$600/mo	\$7,200	✓ Included
Accountant (quarterly reviews + EOFY)	\$350/mo	\$4,200	✓ Included

Xero Comprehensive (90-day forecasting)	\$100/mo	\$1,200	✓ Included
CRM and pipeline management (GHL/Jobber)	\$200/mo	\$2,400	✓ Included
Business coaching (weekly or fortnightly)	\$1,200/mo	\$14,400	✓ Included
Business consultant (strategy + planning)	\$800/mo	\$9,600	✓ Included
Part-time project coordinator	\$1,200/mo	\$14,400	✓ Included
Admin and compliance manager	\$700/mo	\$8,400	✓ Included
KPI dashboard and performance reporting	\$400/mo	\$4,800	✓ Included
Lead generation and marketing systems	\$800/mo	\$9,600	✓ Included
TOTAL ANNUAL SPEND		\$75,600	EFG Phase 2: ~\$1,500/mo
✓ ANNUAL SAVING WITH EFG (based on mid-range market rates)		\$57,600 SAVED PER YEAR	

At EFG Phase 2 pricing (~\$1,500 per month), the growing operator accesses the equivalent of \$75,600 in annual market-rate services for approximately \$18,000 per year — a saving of over \$57,000.

At this stage, fragmented provider management typically consumes 15 to 20 hours of owner time per month across emails, calls, invoices, and coordination gaps. That is \$11,700 to \$15,600 per year in productive time reclaimed when consolidated through EFG.

05 SCENARIO 3 — TRADE COMPANY

A building and construction company with 8 to 15 staff and multiple crews. Revenue approximately \$1,000,000 to \$2,000,000+ per year. Requires full operational infrastructure, financial oversight, multi-crew coordination, leadership development, and strategic growth planning.

SCENARIO 3: TRADE COMPANY | Est. Revenue \$1M - \$2M+

SERVICE / PROVIDER	MARKET RATE (MID)	ANNUAL MARKET COST	WITH EFG
Senior bookkeeper (full-service, payroll)	\$1,000/mo	\$12,000	✓ Included
Accountant (monthly management accounts)	\$600/mo	\$7,200	✓ Included

Xero Ultimate (full payroll, reporting)	\$115/mo	\$1,380	✓ Included
CRM + automation platform (GoHighLevel Pro)	\$297/mo	\$3,564	✓ Included
Executive business coaching (senior coach)	\$2,000/mo	\$24,000	✓ Included
Business consultant (growth + strategy)	\$1,500/mo	\$18,000	✓ Included
Operations and project coordination manager	\$2,000/mo	\$24,000	✓ Included
Admin, HR and compliance officer	\$1,500/mo	\$18,000	✓ Included
KPI reporting and financial dashboards	\$700/mo	\$8,400	✓ Included
Lead generation, BD and marketing	\$1,500/mo	\$18,000	✓ Included
Professional indemnity + PL insurance mgmt	\$200/mo	\$2,400	✓ Guidance
TOTAL ANNUAL SPEND		\$136,944	EFG Phase 3: ~\$3,500/mo
✓ ANNUAL SAVING WITH EFG (based on mid-range market rates)		\$94,944 SAVED PER YEAR	

At EFG Phase 3 pricing (~\$3,500 per month), the trade company accesses the equivalent of \$136,944 in annual market-rate services for approximately \$42,000 per year — a saving of nearly \$95,000.

Businesses at this scale typically have one or more staff members spending 20 to 30 hours per month managing external provider relationships. At a team cost of \$35 per hour, that represents a further \$8,400 to \$12,600 per year in operational overhead reclaimed when all services are integrated through EFG.

06 SUMMARY — ANNUAL SAVINGS BY BUSINESS STAGE

Sole Trader	\$29,300	\$6,000	\$23,300	79%
Growing Operator	\$75,600	\$18,000	\$57,600	76%
Trade Company	\$136,944	\$42,000	\$94,944	69%

07 BEYOND THE DOLLAR SAVING — THE HIDDEN VALUE

Financial savings are only part of what the EFG model delivers. The following benefits have measurable commercial value but are not captured in the figures above:

HIDDEN VALUE DRIVER	COMMERCIAL IMPACT
No provider-switching costs	Businesses that switch bookkeepers, accountants, or CRM platforms face 10 to 40 hours of transition time and potential data loss. EFG continuity eliminates this.
No co-ordination overhead	Managing 5 to 8 separate service providers generates dozens of emails, calls, and meetings monthly. One integrated team removes this entirely.
Faster decision-making	When finance, strategy, systems, and reporting all sit in one platform with one team, the speed of decision-making increases significantly — reducing costly delays.
Lower error rate	Fragmented providers working in isolation create gaps. EFG's integrated model reduces financial errors, missed compliance deadlines, and operational oversights.
Proactive risk identification	Individual providers typically respond to problems. EFG's system-wide view identifies risks before they become costly — compliance gaps, cash flow pressure, under-pricing.
Access to Metricon pipeline	Where applicable, EFG provides access to consistent work from Australia's largest residential builder network — a pipeline value not available through any individual service provider.

08 CONCLUSION

The numbers are unambiguous. Australian trade businesses and small operators are paying an extraordinary premium to source business services from fragmented, unconnected individual providers — most of whom have no visibility into the other parts of the business they are supposed to be supporting.

Empire Flow Group consolidates all of that into one integrated business operating system. One team. One platform. One relationship. And based on current Australian market data, a saving of between \$23,000 and \$95,000 per year depending on the stage of business.

The average EFG client saves over \$50,000 per year

*compared to sourcing equivalent services individually from the open market.
That is not a discount. That is what a properly integrated system actually costs.*

READY TO BUILD YOUR EMPIRE?

Book a free 30-minute Discovery Call. No obligation. Just clarity.

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