

# SMSF SPECIALIST ACCOUNTANT OF THE YEAR

## AWARD SUMMARY

Honours an SMSF accountant who excels in delivering insightful, personalised advice tailored to the needs of clients with SMSFs.

## ELIGIBILITY

Open to SMSF specialist accountants practising in Australia during the 2024 calendar year. Candidates can self-nominate or be nominated.

## ASSESSMENT CRITERIA

- **Technical Competence:** Provide examples of complex SMSF accounting challenges managed successfully.
- **Client-Centric Solutions:** Demonstrate tailored accounting solutions and proactive strategies.
- **Professional Integrity:** Illustrate adherence to ethical and professional standards.
- **Innovative Practices:** Detail innovative methodologies implemented to streamline processes and enhance client value.

## BUSINESS METRICS

1/1/2023 – 31/12/2023

1/1/2024 – 31/12/2024, including:

- Total business revenue
- Number of SMSF clients under management
- Client retention rates