



The APJ Approach

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Firm Profile

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About the Principal

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What People Say

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10 Good Reasons

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3 Easy Steps

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Our Technology

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## The APJ Approach

Developed over many years in professional practice, The APJ Approach sets out what you can expect when working with us.

### Personal

We place high value on our relationships with clients as people and unique individuals. Our approach is to have an intimate knowledge of our clients' current circumstances and future objectives so that we can best apply our expertise to help them get there. All clients have direct telephone and email access to the principal and the accountant doing their day to day work. This allows instant access to professional advice, information or just someone to bounce ideas off.

### Value Added

We deliver a service that goes way beyond the basic statutory requirements. We have developed comprehensive systems and processes designed to identify valuable opportunities for our clients as early as possible. On the completion of each engagement we will provide you with a Key Issues Discovered Document which will outline any opportunities we think you may want to consider. As part of our ongoing professional development we are at the leading edge of tax issues in Australia. We will pro-actively advise you where we believe you are affected by any changes.

### Cost Effective

We don't compete for work based on price however recognise the importance of providing a fee structure that is highly competitive, transparent and reflects value for money. We leverage our service using the latest **technology** and take a highly systemised approach in order to keep our productivity high and overheads low. This is reflected in our pricing. We will offer you a choice of fixed fees or fee for time, whichever works best for you.

### Excellence

We strive for the highest standards in every area of our business, from the big things such as in-depth industry knowledge and specialist tax planning, right down to the smaller details like how promptly we reply to emails and return phone calls.

### Cutting Edge Tax Advice

As **Chartered Tax Advisers** we have achieved the highest mark of technical excellence and professional integrity available within the tax profession in Australia. We are bound by stringent ongoing professional education requirements and delight in providing our clients with a full range of cutting edge tax solutions.

### Ethical

At APJ Associates we are proud of our ethical approach and strive to promote the highest levels of professional integrity in all our dealings with clients, business partners and staff. We are bound by both the Tax Institute of Australia [Professional Constitution](#) and the [Tax Agents Code of Conduct](#).

## Global Network

Over the past 16 years we have built a network of professionals around Australia and the world, all recognised experts in their respective fields. This includes lawyers, actuaries, financial planners, stock brokers, insurance brokers, finance brokers, auditors and UK based accountants.

Contact us on 03 9005 8436 or 07 3040 1328 or get in touch via email at [info@apjassociates.com.au](mailto:info@apjassociates.com.au)

