

GATED RESOURCE

How a Mid-tier Accounting Firm Went From 18% Late Lodgements to Zero Without Hiring

The full case study, transition timeline, cost breakdown, and a self-assessment checklist — for firms considering the same move.

Results at a glance

100%

on-time SAR lodgement

\$0

FTL penalties incurred
(down from ~\$14,700/yr)

15 hrs/week

senior staff time freed up

220

SMSF funds transitioned
in 5 weeks



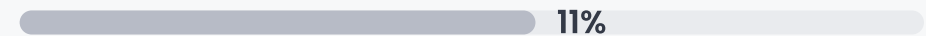
The Challenge

A mid-tier Melbourne firm managed SMSF compliance in-house for 220 client funds — until the ATO's 2025-26 compliance crackdown made "worked" no longer good enough.

- 18% of client funds lodged late in FY2023-24
- FTL penalty exposure of \$313/unit, rising for repeat lateness
- 240 partner hours/year chasing overdue trustee records
- Admin staff booked solid Aug-Oct, no room for new clients

VS. INDUSTRY

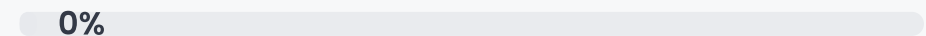
Industry avg



Before switching



After switching



"We went from dreading October to barely noticing it. Nothing has been late since the switch."

— Partner, mid-tier accounting firm



The Solution

The firm moved SMSF administration to SuperRecords in April 2024. A dedicated team took over return prep, trustee document chasing, and lodgement tracking – partners kept final sign-off and client relationships.

- Pay-per-fund pricing

- Team of 5 SMSF specialists

- Real-time dashboard

- Automated deadline alerts

The 5-Week Transition

The most common question firms ask before switching: what does the transition actually involve? Here's how this one played out, week by week.

- **WEEK 1 Fund audit**

Review all 220 funds, flag overdue rollovers and missing records.

- **WEEK 2-3 Migration & chasing**

Data migration into SuperRecords' systems; trustee document chasing begins in parallel.

- **WEEK 4 Dashboard live**

Lodgement dashboard goes live for partners; new process runs parallel to the existing workflow to catch gaps.

- **WEEK 5 Full handover**

SuperRecords owns lodgement tracking end to end; admin staff step back from day-to-day chasing.



How We Calculated These Numbers

\$14,700/yr: 18% of 220 funds (≈40 funds) × average FTL penalty of ~\$365/fund at the prior year's rate.

15 hrs/week: partner time spent on trustee chasing and re-lodgement, logged across the FY2023-24 peak season (Aug-Oct).

The Results

Zero late lodgements across all 220 funds in FY2024-25, every SAR submitted a week ahead of deadline — freeing capacity to onboard 40 new SMSF clients.

	BEFORE	AFTER
Late lodgement rate	18%	0%
Annual FTL penalty exposure	~\$14,700	\$0
Partner hrs/yr on chasing	240	~60
Funds under management	220	260

"The dashboard means I'm not chasing partners for sign-off status anymore — I can see exactly where every fund sits."

— Operations Manager, mid-tier accounting firm



In-House vs. Outsourced

IN-HOUSE

Admin salaries	~\$145,000/yr
Partner time	240 hrs/yr
Penalty exposure	~\$14,700/yr
~\$159,700/yr total	

OUTSOURCED

Admin salaries	\$0
Partner time	~60 hrs/yr
Penalty exposure	\$0

~40% lower, pay-per-fund

Based on this firm's own before/after figures —
illustrative for a similarly sized firm; your numbers depend on your staffing model.



Is Your Firm at Risk?

A quick self-assessment — answer honestly, it takes less than a minute.

- ☐ Any SMSF funds lodged after 31 October in the last 2 years?
- ☐ Admin or compliance staff routinely at capacity during Aug-Oct?
- ☐ No real-time visibility into lodgement status across your fund book?
- ☐ Turning away new SMSF clients, or hesitant to grow, due to capacity limits?

2+ checked? Your firm carries similar risk to this case study before it switched.

Firm size	Location	Service	Live since
Mid-tier	Melbourne, VIC	SMSF admin & compliance	April 2024

SOURCES

- ATO Failure to Lodge penalty rate (\$313/unit) and SAR deadline (31 October): ato.gov.au
- Industry benchmark rates: SMSF Association member data, referenced generally.

This case study is illustrative, built from a composite of real SMSF admin engagement patterns. Client name withheld at the firm’s request.

Ready to see this for your firm?

Connect with our team to discuss further!

Contact us