

WGL Advisory Services

AI-enabled Accounting, Tax, Governance & Advisory



SMME Services Fees Booklet

Client-facing pricing guide for owner-managed businesses, growth-stage SMMEs and professional service clients.

- Accounting, bookkeeping and finance operations
- Tax compliance, SARS support and advisory
- Payroll, CIPC, CSD, B-BBEE and statutory services
- Business advisory, funding-readiness and growth support

Fee Guide

Structured for clarity, commercial discipline, and professional client presentation.

Indicative fee ranges exclude VAT unless otherwise stated.

Final quotations depend on scope, complexity, urgency and information quality.

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CLIENT-FACING CONTEXT

Executive Fee Positioning

WGL's SMME services are structured for clients who require more than once-a-year compliance. The service architecture combines practical finance operations, SARS and statutory discipline, management reporting, payroll, cloud-accounting support and higher-value advisory work into a clear pricing framework for owner-managed and growth-stage businesses.

1) Recurring essentials Entry-level compliance retainers support core tax, statutory, bookkeeping and company-administration obligations.	2) Finance-control packages Monthly packages help clients create reliable management information, clearer cashflow visibility and stronger reporting discipline.
3) Advisory and funding work Project-based services support business plans, funding packs, valuations, forecasting, transaction support and strategic decisions.	4) Specialist support Complex or technical mandates are quoted after scoping, especially where records, risk, urgency or regulatory complexity vary materially.

The public SME and owner-managed-business service menus of leading South African firms show that the market has moved well beyond "bookkeeping plus tax returns." Major firms now package recurring accounting, payroll, tax, company secretarial work, cloud accounting, management reporting, virtual CFO support, B-BBEE, valuations, due diligence, capital and funding support, and restructuring into integrated outsourced-finance offerings for private and owner-managed businesses.

That matters for WGL because South African SMMEs face multiple compliance and finance triggers that create demand across service lines. SARS states that, from 1 April 2026, the compulsory VAT-registration threshold increased from R1 million to R2.3 million and the voluntary threshold increased to R120,000. SARS also states that turnover tax now applies to qualifying micro businesses with turnover of R2.3 million or less. CIPC requires annual returns and beneficial ownership filings, with beneficial ownership non-compliance blocking annual-return submission. CSD remains the central registration platform for businesses that want to sell to government.

Commercial positioning	The best market-share play is not to lead only with year-end and tax compliance. The stronger commercial model is to sell a layered services ladder: entry-level compliance retainers; monthly finance-control packages; and higher-margin advisory, funding and technical project work. Based on public South African packages and task-based prices, a competitive North West positioning is generally the lower-to-middle part of published national ranges, with advisory and specialist work quoted separately or sold as premium add-ons.
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HOW TO READ THE GUIDE

Fee Basis, Assumptions and Package Families

The ranges below are commercial guidance rather than statutory tariffs. Final client quotes should reflect actual scope, urgency, transaction volumes, record quality, reporting needs, systems used, statutory filing fees and the level of professional review required.

This fee booklet uses two evidence layers: service-menu benchmarking from leading national and mid-tier firms active in South Africa’s SME and owner-managed-business market; and pricing triangulation from public South African package pages and line-item price lists, including Procompare’s 2026 cost guides, Evergreen’s pricing guides, Anlo’s package tariffs, SMTAX’s public plans, Bletchleys’ SME package, Adonai’s turnover-and-headcount packages, Savannah’s bookkeeping tariffs, The Accounting Room’s line-item rates, and Cilliers Accountants’ public price list.

Because the public market mixes VAT-inclusive and VAT-exclusive prices, and because some firms bundle software while others bill it separately, the cleanest WGL approach is to show recommended fees excluding VAT, and to state clearly that statutory filing fees, verification-agency fees and software subscriptions are billed separately unless a package explicitly includes them.

Brochure-ready package architecture

Package family	Target client	Core content	Competitive fee guide
WGL Starter Compliance	Non-VAT micro firms, dormant entities, solo founders	CIPC annual return, BO support, IT14 / IRP6, light bookkeeping, SARS status support	R1,950-R3,250 per month
WGL Growth Compliance	VAT-registered and/or employer SMMEs	Bookkeeping, VAT201, EMP201, payslips, annual financial statements, tax returns, CIPC	R3,500-R6,500 per month
WGL Finance Control	Growing SMMEs needing reporting discipline	Full monthly bookkeeping, creditors/debtors, management accounts, payroll, quarterly review, CSD/B-BBEE support	R6,500-R10,500 per month
WGL Finance Partner	Upper-SMME and growth-stage firms	Monthly CFO review, cash-flow forecasting, budgets, decision support, funding readiness, board/investor packs	R12,500-R25,000+ per month

Software pricing note

Cloud software should usually be passed through separately unless WGL wants a simplified all-in monthly package. Official South African software benchmarks currently show Sage Accounting Start from about R200 per month and Accounting Standard from about R370 per month, both including VAT. Xero’s regular South African prices are usually about R450 for Starter, R795 for Standard, and R1,095 for Premium per month, before promotional discounts.



PROFESSIONAL TAXATION SERVICES

Tax Services

Tax is presented as a full service line, not only as a once-a-year filing function. The fee guidance below supports compliance services and higher-value technical tax work, including VAT, PAYE, company and individual returns, planning, structuring, audits, objections, remissions, dispute support and tax-clearance matters.

The VAT and turnover-tax thresholds changed materially in 2026, which makes “tax regime review” a saleable service in its own right for smaller clients. CIPC and SARS compliance also increasingly intersect in practice, especially where clients need a valid compliance status for contracts, tenders, funding and supplier onboarding.

Benchmark basis: public tax service menus and public SA price references from BDO, Moore, PKF, Grant Thornton, Evergreen, The Accounting Room and Cilliers Accountants.

Service	Recommended North West fee guide	Packaging note
SARS registrations bundle for company tax, PAYE/UIF/SDL, VAT	R750-R4,000 once-off	Use a higher price where multiple registrations and profile corrections are required
VAT-registration assistance	R850-R2,500 once-off	Sell separately where threshold planning and backdated review are needed
Company income tax return IT14	R1,500-R5,500 annually	Use a “from” price for dormant and micro entities
Provisional tax return IRP6	R750-R2,000 per submission	Offer discounted annual bundle for both periods
VAT201 return and reconciliation	R250-R1,800 per submission	Use R1,500-R5,000 where reconciliations are messy or source records weak
EMP201 monthly payroll tax return	R250-R1,200 per month	Often bundled into payroll retainer
EMP501 biannual reconciliation and IRP5 support	R600-R4,500 per cycle	Good upsell for non-payroll clients
Director or shareholder individual tax return	R1,200-R3,500 each annually	Bundle with company retainer for owner-managed businesses
Tax compliance status pin / tax clearance support	R350-R1,500 per request	Fast-turnaround service for tenders and funding
SBC or turnover-tax eligibility review	R1,500-R4,500 annually	Position as a “tax regime optimization review”
Tax advisory and structuring	R900-R2,000 per hour or R3,500-R15,000 per project	Use fixed-project pricing for entity setup, shareholder loans and restructures
SARS verification, audit, objection, remission or dispute support	R3,500-R25,000+ per matter	Keep as quote-based; scope varies widely
CGT, dividends tax, withholding tax or specialist tax memo	R2,500-R12,500+ per matter	Best sold as technical advisory, not compliance

PROFESSIONAL ACCOUNTING AND FINANCE OPERATIONS

Financial Accounting and Finance Operations

This service line covers more than monthly bookkeeping. It includes recurring processing, account reconciliations, management reporting, annual financial statements, cloud-accounting setup, finance-process cleanup, cash-flow forecasting, budgeting and virtual finance-manager or virtual-CFO support.

Public South African price references show a wide spread by transaction volume, turnover and scope. Public benchmarks show real market packages from the low thousands to the mid-thousands per month depending on VAT, payroll and management-reporting scope.

Benchmark basis: service menus from Moore, RSM, Grant Thornton, BDO, Baker Tilly and Nexia SAB&T; pricing references from Procompare, Evergreen, Anlo, SMTAX, Bletchleys, Savannah, Adonai and The Accounting Room.

Service	Recommended North West fee guide	Packaging note
Monthly bookkeeping and transaction processing	R1,250-R7,500 per month	Use turnover, transaction count and VAT status as price drivers
Catch-up or backlog bookkeeping	R7,500-R35,000+ per project	Strong recovery service for businesses with poor records
Debtors, creditors and bank reconciliations	R1,000-R4,500 per month	Sell as add-on to bookkeeping or finance-control pack
Monthly management accounts	R1,500-R5,000 per month	Use quarterly packs for micro clients
Quarterly management accounts with commentary	R4,500-R12,000 per quarter	Good bridge product into advisory
Annual financial statements and compilation	R5,000-R18,000 annually	Use higher end where records need reconstruction
Draft year-end close and file handover to lender / investor / auditor	R3,500-R10,000 per cycle	Useful for funding and annual-return readiness
Independent review support	R12,000-R35,000+ annually	Quote-based; scope depends on PIS and record quality
Cloud-accounting setup or migration	R3,500-R15,000 once-off	Charge software separately unless bundled
Chart-of-accounts redesign and finance-process cleanup	R2,500-R12,500 once-off	Good add-on during migration
Cash-flow forecast, budget or scenario model	R3,500-R15,000 per project	Strong funding-readiness service
Virtual finance manager / virtual CFO	R5,000-R30,000 per month or R1,500-R3,000 per hour	Best for growing businesses that need insight, not just compliance

Practical brochure note

If software is not bundled, state “software billed at cost.” That remains competitive because official South African prices already place mainstream SME systems in an affordable band, especially Sage, while Xero and QuickBooks are familiar names in the market.



GOVERNANCE, PAYROLL AND STATUTORY ADMINISTRATION

Compliance, Payroll and Statutory Services

Compliance and payroll are core recurring revenue lines for accounting firms. This fee guide includes company secretarial, payroll, statutory compliance, employer registrations, B-BBEE support, CSD profile support, CIDB and permit-related administration where relevant.

CIPC now requires annual returns and beneficial ownership declarations as linked annual duties, and CIPC states that BO non-compliance can block annual-return completion. CIPC also provides EME B-BBEE certificates at no cost for qualifying private companies and close corporations with turnover of no more than R10 million. WGL can therefore sell assistance, preparation and readiness services even where the official certificate cost is nil.

Benchmark basis: service menus from BDO, Moore, RSM and PKF; official compliance sources from CIPC and CSD; and public price references from SMTAX, The Accounting Room, Cilliers, Evergreen, Procompare, Adonai and Savannah.

Service	Recommended North West fee guide	Packaging note
Company registration and first statutory setup	R500-R2,500 once-off plus CIPC fees	Offer “same-day submission” premium where feasible
CIPC annual return filing	R350-R2,500 annually plus CIPC fee	Bundle into monthly retainers
Beneficial ownership filing or update	R750-R4,500 per cycle	First declarations and complex structures should price higher
Director/member/address change filings	R450-R2,000 each	Good low-friction add-on service
Share certificates, share register and minute book maintenance	R300-R1,500 once-off or annual maintenance fee	Useful for funding and governance readiness
Monthly payroll processing	R45-R95 per payslip, minimum R450-R1,250 per month	Add higher fees for leave, overtime and multiple pay frequencies
UIF, COIDA and employer registration bundle	R450-R1,500 per registration or R1,200-R3,500 bundle	Strong onboarding service for new employers
EMP501 and IRP5 annual close-out	R600-R4,500 per cycle	Tie into payroll or year-end close
Letter of good standing / COIDA compliance support	R300-R1,500	Useful to construction and supply-side SMEs
Dormant-company compliance pack	R295-R1,250 per month	Use for non-trading or holding entities
B-BBEE affidavit or EME certificate assistance	R250-R1,000 once-off	Official CIPC EME certificate is free for qualifying entities
B-BBEE verification readiness or QSE support	R3,500-R15,000+ per project	Market as “pre-verification cleanup” and data-pack preparation
CSD registration and profile setup	R500-R2,500 once-off	Valuable gateway product for tender-driven clients
CSD profile maintenance / monthly updates	R200-R600 per month	Easy recurring add-on
CIDB, permits and license support	R800-R5,000+ per application	Sell as “quote on request” for complex classes or sectors

ADVISORY, GROWTH AND FUNDING SUPPORT

Business Advisory and Growth Services

Business advisory is the clearest difference between low-cost compliance work and higher-value professional support. The services below are positioned for clients who need decision-quality information, funding support, growth planning, restructuring insight, valuations, due diligence or strategic finance support.

For WGL, these services are the biggest margin opportunity because the market will often accept fixed monthly fees for compliance but will pay project-based value pricing for funding, strategy, forecasting, valuations and transaction support. Public South African pricing sources show that business plans span from simple startup plans in the low-thousands to investor-ready plans in the tens of thousands, and business valuations can range from relatively low-cost summary reports to more comprehensive and defensible appraisal reports.

Benchmark basis: advisory menus from BDO, Moore, Grant Thornton, RSM and PKF; business-plan pricing from JTB Consulting; valuation pricing from Bizplans; and accountant hourly/task pricing benchmarks from Evergreen.

Service	Recommended North West fee guide	Packaging note
Business diagnostic / finance health check	R2,500-R10,000 per project	Good lead magnet and entry advisory product
Budgeting and rolling forecast build	R3,500-R18,000 per project	Sell with monthly review add-on
Cash-flow planning and working-capital review	R3,500-R15,000 per project	High relevance for stressed SMMEs
Profitability review and margin analysis	R5,000-R20,000 per project	Strong for retail, services and contracting clients
Monthly strategic review meeting with owner	R2,500-R10,000 per meeting	Useful advisory bridge after management accounts
Business plan for internal use or early-stage planning	R8,000-R20,000 per project	Position as “founder and lender-ready”
Funding-ready or investor-ready business plan	R20,000-R60,000+ per project	Use “from” pricing and a discovery step
Financial projections / investor model	R5,000-R25,000 per model	Can be sold separately from business plan
Funding or grant application pack support	R7,500-R35,000+ per project	Include cash-flow, ratios and supporting schedules
Bank finance / capital raising support	R10,000-R50,000+ per mandate	Best priced quote-on-request
Business valuation	R3,600-R12,000+ for small unlisted entities	Use higher rates for formal tax, shareholder or transaction opinions
Due diligence support	R15,000-R75,000+ per deal	Quote-based; keep in brochure as “from”
Business restructuring / turnaround review	R10,000-R50,000+ per project	Useful for distressed SMEs
Succession or exit planning	R7,500-R35,000+ per project	Strong owner-managed-business service
Dashboard, KPI and finance-process automation	R3,500-R20,000 per project	Align with Xero/Sage/QuickBooks stack

Quote on request / specialist services

Public large-firm menus show demand for forensic and investigative services, internal audit, business rescue, liquidation support, legal and corporate advisory, cyber and digital analytics, donor-funding assurance and technical restructuring work. WGL can credibly list these as available directly or through specialist associates, even if they are not core brochure prices.



GOOD PRACTICE AND COMMERCIAL DISCIPLINE

Client Engagement Notes and Final Calibration

The fee architecture is designed to be shared in a professional client context while still allowing WGL to quote responsibly after reviewing scope, records, deadlines, complexity and the level of professional involvement required.

<p>Recommended client flow</p> <p>Cover → value proposition → package families → service menus by line → specialist projects → why WGL → onboarding process → FAQs → contact.</p>	<p>Good quoting practice</p> <p>Use “from” prices or fee ranges for brochure purposes, then issue a tailored quotation once scope, volume, urgency and records have been reviewed.</p>
<p>Scope protection</p> <p>State clearly when statutory filing fees, verification-agency fees, software subscriptions, travel and unusually complex remediation work are excluded.</p>	<p>Professional review</p> <p>Specialist tax, dispute, valuation, transaction and restructuring work should remain quote-based and subject to professional review before acceptance.</p>

This booklet captures the widest set of services that could be verified from public service menus and public price references, but it is still a market-guidance document, not a statutory tariff. The largest limitations are that specialist transaction and restructuring mandates are usually quote-based, and a single authoritative North West-only accounting tariff survey was not identified. For that reason, the North West fee ranges above are inferred from national public prices, public package pages and South African line-item benchmarks.

Before final brochure printing, WGL should do one last commercial check against at least five live quotations in North West for these six services: monthly bookkeeping, VAT/payroll retainer, annual financial statements, CIPC/BO package, funding-ready business plan, and virtual CFO support. That final calibration will sharpen the “from” prices without changing the service architecture recommended in this report.

<p>WGL positioning statement</p>	<p>WGL is not only an accountant; WGL is the outsourced finance, tax and growth partner for SMMEs. The booklet supports a layered commercial narrative: recurring essentials first, then finance control, then advisory, funding and specialist support.</p>
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APPENDIX

Benchmark Source References

The following source references are retained to preserve the traceability and integrity of the original benchmark foundation.

1. https://www.bdo.co.za/en-za/services/business-services-outsourcing/outsource-services-%28full-list%29	2. https://www.bdo.co.za/en-za/services/business-services-outsourcing/outsource-services-%28full-list%29
3. https://www.sars.gov.za/types-of-tax/value-added-tax/	4. https://www.sars.gov.za/types-of-tax/value-added-tax/
5. https://www.procompare.co.za/prices/accountants/accountants-prices	6. https://www.procompare.co.za/prices/accountants/accountants-prices
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9. https://www.sage.com/en-za/sage-business-cloud/accounting/pricing/	10. https://www.sage.com/en-za/sage-business-cloud/accounting/pricing/
11. https://www.bdo.co.za/en-za/services/business-services-outsourcing/tax-compliance	12. https://www.bdo.co.za/en-za/services/business-services-outsourcing/tax-compliance
13. https://www.moore-southafrica.com/services/outourced-services/accounting-services/	14. https://www.moore-southafrica.com/services/outourced-services/accounting-services/
15. https://www.bdo.co.za/en-za/services/business-services-outsourcing/company-secretarial-services	16. https://www.bdo.co.za/en-za/services/business-services-outsourcing/company-secretarial-services
17. https://www.cipc.co.za/?page_id=16055	18. https://www.cipc.co.za/?page_id=16055
19. https://www.bdo.co.za/en-za/services/business-services-outsourcing/private-and-owner-managed-businesses/business-planning-and-advisory	20. https://www.bdo.co.za/en-za/services/business-services-outsourcing/private-and-owner-managed-businesses/business-planning-and-advisory
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23. https://www.bdo.co.za/en-za/services/business-services-outsourcing	24. https://www.bdo.co.za/en-za/services/business-services-outsourcing

Final note

All fees are indicative guide ranges and should be confirmed by WGL after scope confirmation. Final engagements should be approved by the responsible WGL professional before issuing a binding quotation or engagement letter.