



Ready to do business: Manish Gupta has opened a new accountancy firm in Shepparton.

Maximising returns

ACCOUNTANT SAYS THERE'S MUCH MORE TO ROLE THAN JUST DOING TAX

By Ashleigh Williamson

Manish Gupta's life is about timing. Mr Gupta left an accounting career in his native India to study information technology in Australia in 2002. His timing was right because of the busy IT industry and he moved to Melbourne after earning his chartered accountant qualification in 2006. Mr Gupta returned to India to marry a

physiotherapist, Garima, in 2007 and the couple arrived in Shepparton in 2008. An accountancy firm employed Mr Gupta until he opened his own business a fortnight ago. "I thought it was a good time because I am experienced enough in Shepparton," Mr Gupta said. "I feel settled, I feel financially secure and I think I have something to give back to the

clients. If I didn't have the confidence, I wouldn't have gone out on my own." Mr Gupta said people needed more than tax returns from their accountant. He said they needed plans to grow and protect their business, income or wealth. The father of two said investments could not be timed. "There is never a bad time for investment," he said.

"At a given point in time and price, every investment can be good or bad. "The right time is when a person is ready." Mr Gupta owns the Wyndham St property where his office is situated, and also the former KFC property in Shepparton's south. "People are nervous, there are so many desperate sellers out there, people can buy a \$1 thing for 50¢," he said.

"If people look for a reason not to invest, they will come up with 100 reasons." Mr Gupta has worked for international companies such as Deloitte and Pitcher Partners. **● Manish Gupta and Associates is at 31 Wyndham St, Shepparton. Phone 5831 7364 or 0450 276 336 for a free consultation or more information.**