

How to choose your accountant

- **Call Whenever You Need.** Get an accountant who you can call whenever you need help and advice, without fear of being charged every time you make a phone call.
- **Understanding.** Get an accountant you can speak to openly and honestly who understands what you are saying and who you understand.
- **Commercial Awareness.** Talk to them about your business and your ideas and see how commercial they are. Do they understand your business?
- **Will Visit You.** Ask them if they will visit you for an initial consultation free of charge. Why do you have to spend time travelling, find parking and wait around for them when they are the one trying to get your business?
- **Gives Tax Ideas.** Ask them what tax ideas they have for you. You want an accountant who will pro-actively come up with regular new ideas.
- **Prepare for Meetings.** Make sure you prepare for any meetings you have with them and let them know beforehand what you want answers to.
- **Use of Email.** Ask if they communicate by email as it speeds up service and saves costs.
- **Fixed Fees.** Make sure you get a fixed fee wherever possible for your work. If not, get a fee they won't go beyond without your agreement. Don't worry about hourly rates, it's the value of what you get that matters and the more experienced accountants with higher hourly rates can do the work a lot more quickly and efficiently anyway.
- **View their Website.** To see how pro-active they are and what they offer to clients. If they don't even have one for you to find out more about them or it's a very poor website what does that say about the service you're then likely to receive.
- **Quick Response.** Make an enquiry and see how quickly they respond. If they aren't fast now when trying to get your business, what will they be like when they act for you?
- **Who Will You Deal With?** Find out who you will be dealing with in the firm or will you be passed around lots of different people?
- **What Services are Offered?** Find out if they offer all the services you need and are likely to need in the future?
- **Fixed Timescales.** Agree fixed timescales by when work will be done and get them to guarantee it.
- **Existing Clients.** Ask to speak with some of their clients to see what they say about them.

- **Engagement Letter.** Ask for a copy of their engagement letter and make sure everything you need is included and make sure they keep to what they are to do.
- **Listen or Talk and Take Action?** Do they listen to you or mostly talk at you? You want an accountant who takes a real interest in you and your business and takes action on what you need. If not, lose them, lose them quick!

Annual accounts preparation

We can...

- Prepare accounts to help in completion of self-assessment tax returns.
- Produce financial statements for filing at Companies House and abbreviated accounts to ensure the minimum amount of your financial information is made public.

Accounts are prepared to agreed timescales and deadlines.

But we can do more than just report the history of what's already happened...

- Identify areas where we can assist in minimising your tax liability;
- Identify areas of the business that give you the most opportunity to make improvements;
- Use the accounts to help you measure where you are in meeting your goals and what actions you need to take.

We take the time to explain your accounts to you so that you understand what is going on financially within your business, helping you to plan for the future.

Bookkeeping

Let us take it off your hands...

- Drop off your invoices, bank statements, etc;
- We do all the processing;
- We can then easily prepare for you...
 - Management Accounts;
 - VAT Returns;
 - Key Performance Indicators;
 - End of Year Accounts;
 - Estimated Tax Liabilities as you go along so there's no end of year surprises;
- You pick up the records (neatly filed and organised!) and all the information we've agreed to provide you with.

It also makes it easy for us to handle any VAT inspections.

Benchmarking

Ever wondered how you rate against others in your industry, to help identify the areas where there is opportunity for improvement.

Use our benchmarking service and report and to see...

- How you compare against the industry average;
- The best and worst statistics in your industry.

We'll identify how you compare in all sorts of key areas including...

- Sales levels and growth rates;
- Debtor days - how good you are at collecting in the cash!
- Gross and net profits margins;
- Liquidity.

Business Growth

Business growth services include...

- Setting goals and an action plan to get you where you want to be
- Removing the blocks that are stopping you from getting where you want to be;
- Bench marking against other businesses in your industry - do you know how you compare to the best and the average in your industry;
- Getting the systems in place to allow your business to grow;
- Performance monitoring including use of key performance indicators;
- Marketing strategy;
- Unique selling point development;
- Customer service systems to help WOW your customers;
- Pricing strategy - have you tested what your optimum selling price is?
- Lead generation systems;
- Sales conversion systems;
- Reselling systems;
- Helping to raise finance to allow you to invest in growth;
- Improving the potential of your team members;
- Measuring and testing everything so that you can continually improve.

Tax planning

Whilst completion of tax returns and statutory tax obligations are important jobs, all accountants should be capable of completing them and advising you of your tax position and liabilities.

We try to do more than just this and are interested in maximising your tax planning opportunities.

We all have to pay our taxes but within the legal framework there are numerous ways of saving tax and making sure you do not pay a penny more than is absolutely necessary. We have extensive experience in this area of work and always fight as hard as we can for our clients.

We can help with tax planning in relation to...

- Personal taxes;
- Business taxes;
- Tax efficient employee remuneration strategies;
- VAT planning;
- Inheritance tax;
- Capital Gains;
- Profit extraction strategies;
- Exit strategies;
- Employment status

Apart from extensive experience in this arena, we have invested heavily in reference materials and specialist software and have access to the Tax Legislation, Tax Cases, to the internal manuals of HMRC and to detailed commentary on all taxes, direct and indirect. This allows us to research any tax topic at all and provide many ways of helping you legally save tax.

New clients are often surprised at how much can be done to help with their tax position. We are always willing to go that extra mile to offer advice on the areas where tax can be saved. We enjoy this work!

It is important that this work is done in advance and you should contact us as soon as possible.

All of our Tax Planning makes legitimate use of the Tax Legislation and Case Law, so that you are not put at additional risk from a full HMRC Enquiry, or where there are risks, these are pointed out to you.

VAT registration and preparation of VAT returns

Company formation, company secretarial work and use of our address as your registered office