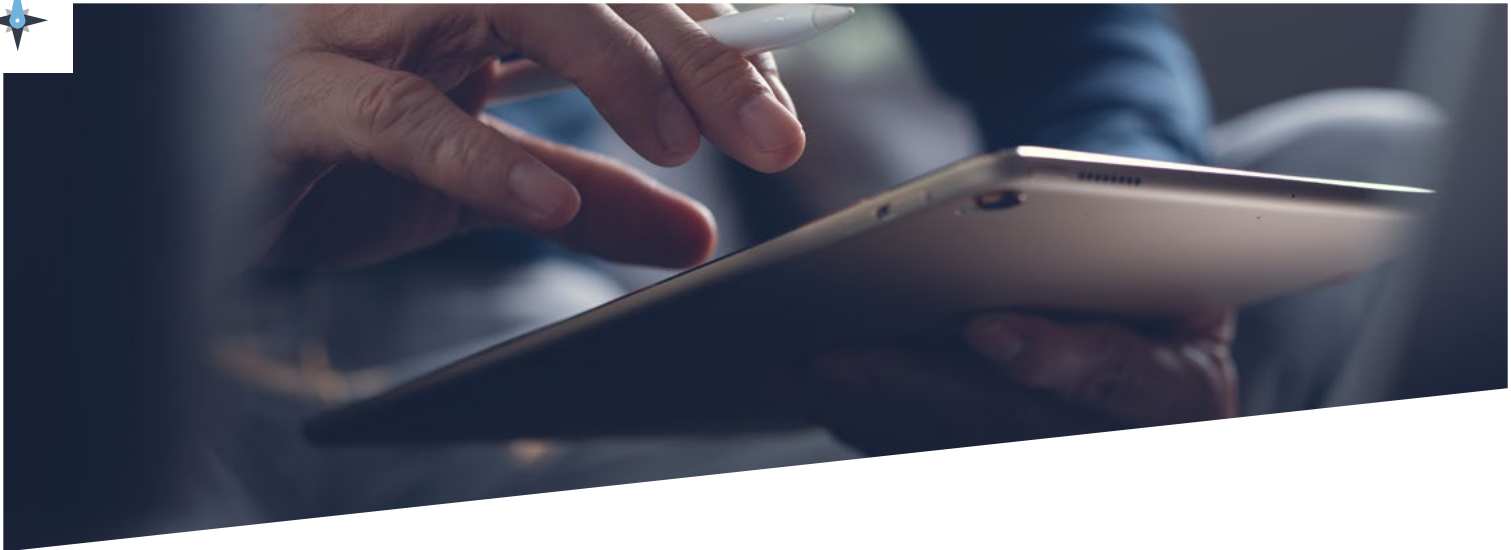




How To Choose An Accountant

 **Inglis** CHARTERED
ACCOUNTANTS



WHAT IS THE DIFFERENCE BETWEEN AN AVERAGE ACCOUNTANT AND A GREAT ONE?

Just as every business is unique, no two accountants are the same.

For clients who have an established business and are not looking to grow, then perhaps an accountant who prepares the annual accounts, takes you through the figures and calculates your tax bill will do the job. However, we know that most businesses are constantly evolving and as a result your accountant should be doing so much more for you. This is where Inglis Chartered Accountants come into their own.

As an accountant who looks after a wide range of business owners as clients, we have an insight into many different aspects and ways of doing business. And as an accountant who also runs their own business – we have a unique insight into what it is really like – the parts that can't be learnt from a textbook. These areas of expertise can make a massive difference to how your business evolves.

At Inglis Chartered Accountants we know that each conversation with a client is an opportunity to learn from each other. We can then both focus on the main aims of getting what you want from your business.

Indeed many of our clients have come to us and we are astonished that their previous accountant has never asked them what their life goals are. Without knowing these and help measure them, how can you be sure that your business is going to provide you with the life you want?



What Can An Accountant Do For You?

It is your accountants responsibility to get to know you as a person, to find out what motivates and interests you, and then secondly find out about your business. Remember your business should work and provide for you, not the other way round.

A really good accountant shouldn't just be producing your accounts and going through the figures with you. They should be asking questions to ensure that the business is providing you with the lifestyle you want, and if not then asking what improvements can be made. With an accountant who has real business experience these discussions will include everything from pricing, business processes, people (internal and external), marketing, risk appetite, borrowing and much much more.

Every time you interact with your accountant is an opportunity to draw on their extensive knowledge of business.

A trusted ally

Having a strong relationship with your accountant will bring you peace of mind and will impact greatly on both you and your business. Having them as your "go to" person/ organisation for help and information will be of immense benefit. And even if you are looking for something outside of their scope, for example help with your website, then they will be able to recommend trusted contacts who can help. That's why it's great to have an accountant who runs their own business – they have been there done that and made the mistakes along the way.

Clear upfront & honest pricing

It's important for you as a business owner to know what your costs are – and accountancy is no different.



As a business owner myself I really do not care how long a piece of work takes – what I care about is that it is done properly. I have taken this concept and applied it to my own business – we focus not on inputs (time) but on outputs, thereby providing maximum value to our clients. Consequently, we do not charge by the hour and we will provide a fixed fee.

As with most aspects of life there needs to be give and take and so if additional work is required then we will have to charge you. This needs to be discussed in advance so when you are invoiced there are no nasty surprises. For peace of mind we include phone calls / meetings in all our quotes.

What do your figures really mean?

It's all very well having an accountant who ensures you are fully compliant and produces your accounts on time and without error – but frankly that is the minimum requirement. Many clients come to us because they are not sure what their accounts really mean. To get value for your money you need an accountant who can both interpret what the figures mean and can explain them to you.

If you feel that this is the situation you are in with your accountant then maybe it's time to look around for another. Maybe one that takes the time to explain in depth what your tax return etc really means. One that

sees opportunities for you to improve or expand your business, saving you money, saving you hassle and most importantly saving you time. After all this is the one resource that we can never get more of.

Reduced uncertainties

As a business owner you are aware that there are no guarantees and there are no certainties, and you are probably well aware of the stress and worry that this can bring. You need to know that your accountant is “in your corner” backing you up and helping you mitigate risk.

Access to knowledge

A great accountant should have a wide range of knowledge and the ability to act as a business advisor to you. They should be able to draw on the knowledge and range of skills they have acquired through working with many different types of businesses and their own business experience. They should be able to help you with issues such as raising funds, recruitment and retaining staff, improving your day-to-day procedures, tax, legal issues, VAT etc.

A really good accountant and business advisor will be able to match your business needs to the right experts at the right time.



Do You Have A Strategic Plan?

It always surprises me the number of business owners who plan more for their annual holiday than they do for their business. This can be because business plans traditionally have been long complicated documents, but in reality the best ones are often no longer than a couple of pages. Ideally your business plan will have input from everyone in the business. This way everyone can feel included and be a real team member.

Knowing you have a strong relationship with your accountant who knows your business inside out will be of great benefit and comfort. Furthermore, having someone to bounce ideas off and helping you see things from a different angle or perhaps highlighting areas that haven't even occurred to you can be invaluable.

As we have said previously your accountant should be considering your long-term goals and ambitions, not just the here and now of your business. If they aren't, then how can they ever help you achieve them?

Plan ahead and plan for tax

In conjunction with your life and business plan, we can structure your affairs in the most tax sensible way possible. We are extremely fortunate that we have access to some of the best tax brains in the country. We can then ensure that tax law is followed correctly whilst also explaining where tax can be saved.

Having a clear idea of your tax position for the year is vital. It needs to be done properly and, of course, before the tax year end. In doing this, opportunities to save tax or perhaps claim money back are possible.



Improving your business performance

Unfortunately, many businesses don't report the right metrics. Furthermore, putting together metrics can be a long, laborious procedure and can mean the data gathered isn't done in time to be of use. Problems can then arise when this impacts on crucial aspects of your business such as your sales, cash flow forecasting, month end processes etc.

As your business grows it can be hard to keep track of what metrics are still relevant and of use to your business. There will be times during your business' growth that you need information that is more in depth and timely so that the right decisions at that moment in time can be made.

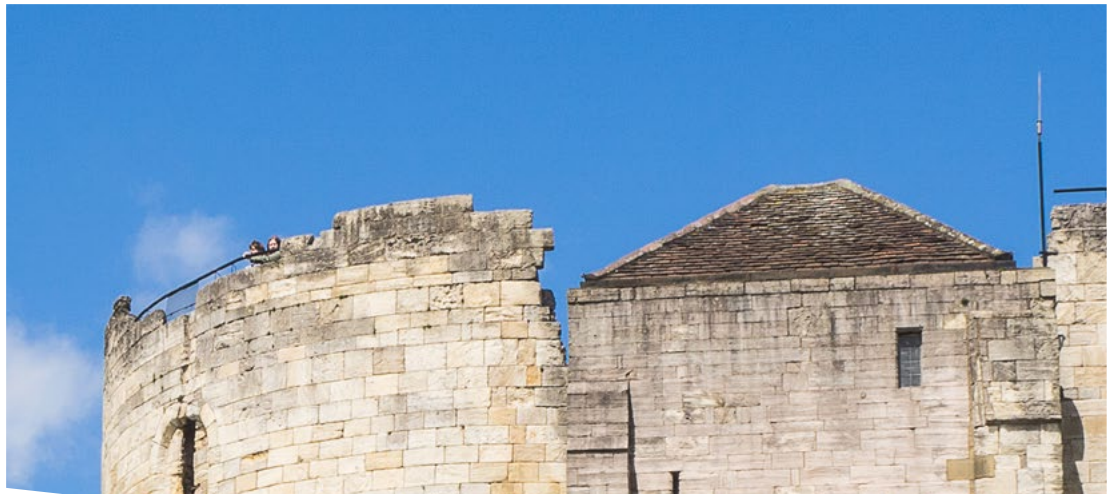
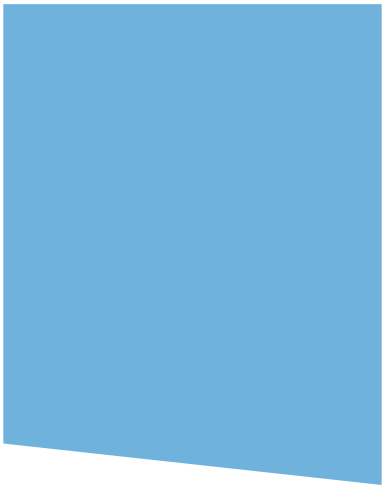
Having an accountant with expertise of what metrics to measure and when can be an enormous help.

Your team

A really strong team within your business is at the core of your success. Your team are a vital part of your reputation and they provide you with the ability to grow and evolve as you wish. You might not expect your accountant to be able to assist you with areas such as this. However we are a small business ourselves, and therefore have direct experience of how to recruit and retain brilliant staff. This is just one more area that an experienced business owner (who happens to be an accountant) can help you with.

Property

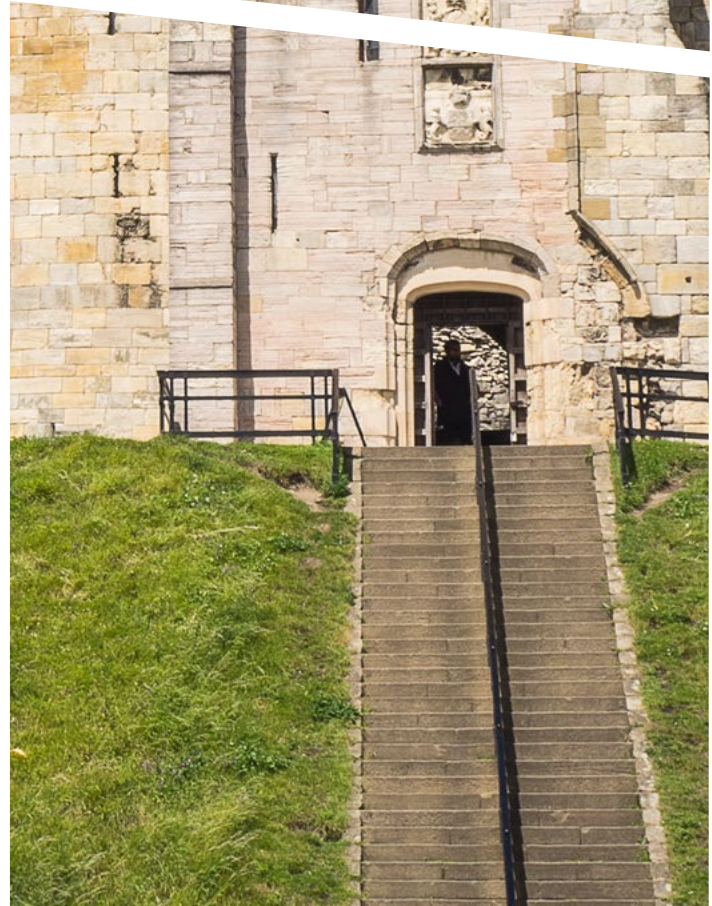
Property might not be an area that you would expect your accountant to be able to help you with. However, it can play a crucial part in how you run your business and can be a complex and demanding task.



Your business will be greatly affected by having the right premises. A great accountant should be able to assist you with making the most from your property assets and reducing your costs, claiming back Capital Allowances and reducing your utility and operating costs. Does your current accountant offer this service?

Protecting you and your business

It's all very well bringing your attention to the risks involved in your business, but if your accountant doesn't have the answers to resolve these risks and protect you from them in the future, then you aren't really receiving the all-round service you deserve. Future planning with regards to your business, your assets, your income, your lifestyle and your family all need to be considered and protected. Getting the best advice from a great accountant working hand in hand with a financial planner that you know and trust is crucial.





So What's Different About Inglis Chartered Accountants?

Put simply, we are business owners, business advisors and accountants. It is not often you get all three. Our approach to helping you with the knowledge, support and advice you need will help you today and realise your life goals in the future.

Still not convinced?

It can be confusing. Business advisors / change management / process consultants have a reputation for being expensive consultants that only high-end businesses can afford. The alternative can be business coaches who are great at telling you what to fix, but not so good at the actual fixing.

You'll be pleased to know that neither of these apply to us.

Our foundations are firmly fixed in accountancy but business owners quite rightly expect more than numbers and we are stepping up to this challenge.

We simply want to offer our clients the reassurance of straightforward business support and advice at all times.

As we said at the beginning of this guide, no two businesses are alike and an "off the peg" approach simply will not cut the mustard these days. We know you are personally and emotionally invested in your business and your needs will not be the same as someone else's. By getting to know you and your business, we at Inglis Chartered Accountants are here to support you every step of the way.

We get it – business ownership is challenging and complicated! Different issues arise every day – from recruitment to managing growth to managing finances etc etc.

It's good to know that when these challenges arise we'll be there in your corner. When everyone turns to you for clarity and answers you can draw on our knowledge and expertise to support and advise you.

Most importantly, our business advice is tailored to you personally. We make sure we understand your ambitions for your business and we will help you achieve them.

A team with many talents!

As we ourselves continue to grow as a company, we are ever ready to support forward thinking business owners like yourself. We're here to help you make those bold and scary decisions that are sometimes needed to evolve a business.

We are here to guide you on your journey through your business life. Your future and that of your business are secure in our safe and capable hands.



“Our mission is to help our clients run their business to the very best of their ability allowing it to reach its full potential by providing a brilliant and awesome accountancy service.”



Contact Us

Our straightforward approach will mean you will have more time to spend on your business and on your life.



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Our Core Values



We care

We don't just put the paperwork together and then leave you to it. We talk you through the numbers to help you understand your business finances.



Down to earth

We are not part of the suit and cufflinks brigade. Just normal people who know what it's like to deal with the pressure of tax return submissions



Business to business

We are a business ourselves and therefore we know exactly what is required to run one and we can advise accordingly.



A happy team

Whoever you talk to you will always speak to someone who is happy to help.

