

11

Reasons to Review Your Accountant

(And 5 Things to Ask When You Do)





Contents

- 3** Introduction
- 4** Fast Track Checklist
- 5** Reason 1
- 7** Reason 2
- 9** Reason 3
- 11** Reason 4
- 12** Reason 5
- 14** Reason 6
- 15** Reason 7
- 16** Reason 8
- 17** Reason 9
- 18** Reason 10
- 19** Reason 11
- 20** Your next move
- 21** 5 Questions to Ask an Accountant
- 22** Contact Us - for a FREE Business Health check

11

Reasons to Review Your Accountant

Introduction

This brief report is designed to provoke your thinking about changing your accountant or at the very least reviewing the quality and effectiveness of the service and advice they provide for you – for the price they charge.

The difficulty for most business owners – even those with great reasons to review and change – is that they find it difficult to make the break, move on and progress. The simple fact is we all dislike change. We don't like being outside our comfort zone, preferring to have familiar people and patterns around us, whether that's in business or at home. So it's no great surprise to find that the vast majority of businesses resist change especially when it comes to reviewing and potentially changing your accountant.

To break that inertia, many of us need to see solid business reasons to make a review and see what else might be available. And that's the motivation behind this report. In it, we are going to introduce you to 11 different reasons why you should review the service your accountant provides. Of course, not all will apply to your current situation but any one of them could impact your bottom line, your personal wealth and your business network significantly.

The events of the past few years and the significant economic changes that have taken place have led many business owners and directors to review all areas of their business performance, including of course, finances, cash flow and all elements of expenditure. What's surprising though, is just how few businesses have received proactive, up front advice, support and guidance from their accountants at a time when it was needed most. At AVN Picktree we recognised that our clients (even if they did not realise it themselves) were desperate for help. That's why we provided immediate short, medium and long term help for them to overcome the difficulties. As a result, they have avoided many of the negative impacts of the recession and are now looking forward with renewed strength, lower overheads, improved profitability and long term strategic goals in place.

Supporting your business, protecting your wealth

If your accountants have left you to cope 'on your own' for the past 2 or 3 years, perhaps it's time to think about changing to a hands-on, helpful firm like AVN Picktree who always have a keen interest in supporting your business and protecting your wealth. You'll find we are always available to talk to you and provide a wide range of services designed to add value to your business.

For a no-obligation, no-charge meeting, including a **FREE Business Health check**, call **01252 710333** or [email](#) me personally.

Rick Peet

Director
AVN Picktree



YOUR FAST-TRACK CHECKLIST

If you like the idea of reviewing your accountant, but don't have the time to read this report in full straight away, here's a fast-track checklist to help you speed through the process.

TRUE or FALSE

1. I haven't changed my accountant for more than 5 years
2. Most accountants think the same way and do the same things
3. My accountant is more interested in last year's accounts than planning for the future
4. My accountant has never talked about ways to help me increase profits
5. I have no plans for selling the business or retirement
6. My accountant never calls me to discuss how the business is doing
7. I never talk to my accountant about my ideas
8. My accountant never asks me tough business questions
9. When times are tough I never see my accountant
10. My accountant uses so much jargon I find it difficult to understand him
11. I never know what my accountant will charge me

If you've answered 'True' to any of the above statements, you should talk to a new accountancy firm and discover what today's 'new breed' of accountants can do for you and your business.

Call **AVN Picktree** now for a **Free**, no-obligation Business Review on **01252 710333** or [email](#).

Contact us – for a **FREE Business Health check**

If, as a result of reading this report, you feel you should review your current accounting firm, please contact us on [01252 710333](tel:01252710333) or click [here](#) NOW for a free Business Health check without obligation.

This extensive review (worth £500) is undertaken by one of our senior advisers who will pull your business apart financially and check that all the elements are working properly. He will review your personal and corporate tax position and will review your ambitions for your business and personally. He will assess whether your retirement and business succession plans are sound and on-track.

Where there's a problem, he'll make recommendations to fix it.

At the end of the health check, we will both have had an opportunity to get to know each other and decide whether we would like to work together – and essential component of business.

If we do, then we can discuss the level of service you would like and agree our fees.

Here's a brief out line of what you can expect from us:

- Fixed fees
- Monthly payment option
- Free telephone calls and meetings
- Guaranteed call-back within 1 hour
- Range of low-cost added value services to improve your business profitability
- Experienced tax and pension planning
- ...and so much more

For your **FREE Business Health check**, call now on [01252 710333](tel:01252710333) or [email](#).



AVN Picktree | www.avnpicktree.com

Picktree House, The Barn, Tilford Road, Farnham, Surrey, GU9 8HU

Tel: 01252 710333

E: rick@avnpicktree.com

