



# Choosing an Accountant:

The 7 Biggest Mistakes made when choosing an accountant  
and how to avoid them

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High value financial solutions

Chartered Certified Accountants  
and Registered Auditors

# Contents

- 3 Introduction
- 4 Mistake 1
- 5 Mistake 2
- 6 Mistake 3
- 7 Mistake 4
- 8 Mistake 5
- 9 Mistake 6
- 10 Mistake 7
- 11 10 Questions about your current accountant
- 12 How we can help



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# Introduction

Selecting the right accountancy firm is an essential component in the growth and success of any business – yet it's an often-overlooked step that leaves many businesses at a disadvantage.

In today's fast-paced world, the accountancy profession is multi-faceted. No longer concerned purely with bookkeeping and audit, accountants must have considerable business and financial acumen and be able to offer a range of services - from wealth management to mergers and acquisitions, and from strategic business planning to inheritance tax.

If your accountant can't - or won't – adapt to the ever-changing demands on you and your business, perhaps you should be looking for a new firm – one that's more in tune with your needs, able to keep you focused on your goals and always heading in the right direction.

At Michael Martin Partnership Limited, we like to think of our clients as partners in a joint-venture – one that's win-win for both sides. And we'd like you to think of us as your business compass; clarifying your position; giving you directions and keeping you on the right track. Every step we take is considered with care and integrity to produce the result that's best for you. So whether you're looking for proactive and informed support to improve your profits, lower your tax bills or manage your personal wealth, you'll find we're right there with you.

Like every good travelling companion, we aim to make our clients' lives easier by asking the right questions at the right time. In fact, you'll find we're incredibly curious. After all, if we don't know what drives you and what occasionally inhibits your progress, then we're not doing our job properly.

Read through these 7 Mistakes and check how many apply to your business. If your current accountant doesn't show up too well as a result, then perhaps it's time to change.

Just call Helen on **01227 700 500** (Whitstable) or John on **01233 633336** (Ashford)  
Or email us [here](#).

There's no obligation, just an opportunity to talk to business professionals who will do their utmost for you, your family and your business.

Martin Ades (Director)

Michael Martin Partnership Limited

Paul Cobb (Director)

Michael Martin Partnership Limited

# Mistake 1

## Viewing your accountant as just another service provider

Any accountant worth their salt should offer you far more than a basic service provider. Unlike your office stationery supplier or your telecoms provider, your accountant should act more like a trusted business partner.

A good accountant is there to support your business; offering qualified and experienced advice and guidance. Sadly many business owners don't take advantage of their accountant's business experience by asking for their advice. Worse still, many accountants are not proactive in offering such advice.

If your current accountant is not pro-actively offering you help and advice, you may benefit from a change.

Just as you carry out price comparisons when buying new office equipment, it's always worthwhile conducting periodic checks to ensure that your accountant really does provide excellent value for money. There are thousands of accountants all vying for your business and although it's not a good idea to select your accountant on price alone, it's good to compare fees with other practices from time to time.

Accountants who do the bare minimum and therefore charge the lowest rates may seem attractive, whereas an energetically proactive and hands-on accountant has the potential to help your business grow, create and protect your personal wealth and make sure you pay the minimum amount of tax.



# 10 Questions about your current accountant

If you're at all unsure whether your current accountant is doing a good job on your behalf, here's a quick checklist to help you.



## Checklist

1. Does your accountant possess the right experience for you? Do they have clients in your sector? Can they deal with your unique needs?
2. How does your accountant calculate their charges? Do they offer fixed fees for basic compliance work? Do their fees represent real value for money? Do they offer unlimited free telephone support and meetings?
3. When was the last time your accountant asked you relevant and probing questions about the way you run your business? All good accountants should ask the right questions at the right time.
4. Who will look after you? Do you have a dedicated point of contact that has a real feel for your business and understands where you are and where you want to get to?
5. How easy is it to get information from your accountant? Your accountant should be there to support you. If you experience frustrating delays, maybe it's time to shop around for a more efficient service.
6. Ask how your present accountant can help you to develop your business.
7. Does your current accountant provide advice and suggest strategies to support and protect your business?
8. Don't be afraid to ask your practice or a potential practice about their qualifications.
9. Ask them about their value added services too. For example, do they offer 'Business Health Checks', 'Benchmarking Reports' or 'Tax Saving Strategies'?
10. Does your accountant possess real business intelligence and proven experience? A good accountant should be able to understand the world in which you operate and offer solutions to help your business grow and prosper.

# Your FREE Preliminary Diagnostic Report

If you're concerned that you're not getting the most from your current accountant, now is the time to do something about it. We would love to help you, so why not speak to our senior partner to discuss your needs, concerns and goals for the future.

Whatever your views on conventional accountants, be prepared to revise your opinion. First and foremost, we're business people. We speak plain, jargon-free English. We understand the commercial world in which you operate and can help you achieve the outcomes that matter most to you.

To request your review with our senior advisers  
Please call Paul Cobb on **01227 770 500** (Whitstable)  
Or John Diplock on **01233 633 336** (Ashford)  
Or email us [here](#) today.



Alternatively, you can complete the details below

And post the form to one of our offices below:

**18 - 20 Canterbury Road, Whitstable, Kent, CT5 4EY**      **3 Queen Street, Ashford, Kent, TN23 1RF**

<b>Name:</b>	
<b>Position:</b>	
<b>Business Name:</b>	
<b>Number of Employees</b>	
<b>Turnover:</b>	
<b>Address:</b>	
<b>Tel (Direct Line:)</b>	
<b>Email:</b>	
<b>Web Address:</b>	
<b>Please list any specific areas you would like to discuss:</b>	