

Discover the difference

“The way we do business has certainly changed in recent years but has your accountant kept pace with the times?” asks Kevin Turner of Turner Warran Accountants.



What do you feel is the biggest challenge for business and entrepreneurs in our region as the recovery begins to take place?

The biggest challenge is dealing with change. Competition between businesses is fierce. We're continually figuring out ways to improve our services for customers so they can compete but in an environment where we also need to drive down costs so that we can compete. This drives the need to think about how to do your job better or adapt to a new job.

How do you feel the role of accountants has changed in recent years?

The role of accountants now is all about tax planning for their clients. The best accountant is one that drags you into his or her office once a year to look at your finances and plan a strategy to limit what you will pay the HMRC. This should occur at some point during the beginning of the tax year, not a week before your tax returns are due!

The role of the accountant is also to assist clients to meet their legal duties. Fines and penalties are becoming an ever increasing source revenue for HMRC and it is essential that clients meet their legal obligations. RTI is

another example of government passing the burden of administration on to the businessman.

What do you feel makes Turner Warran's service different to that of other accountants in the area and what do you feel businesses should expect from a good accountant?

*** Accurate and up-to-date tax advice** – See if they are accredited by relevant trade bodies and professional bodies. This is proof that they've undergone the relevant exams and have the right expertise.

*** Time to talk** – Ensure they have plenty of time to talk with you and won't charge you by the minute/hour for advice. A good accountancy service should bend over backwards to make themselves available to you. Don't accept any excuses!

*** Consistency** – Ensure your accountant isn't going to give you a nasty price hike or make significant changes to the terms of service which will adversely affect the quality of customer care you receive. Signing only short term contracts can help guard against this.

*** Clear pricing points** – What do they include in the package they're offering? Are there any hidden extra charges

ready to ambush you? A genuinely transparent accountancy service should outline all their costs on their website. If they don't, they may be hiding something. Quiz the accountant and make sure you get straight answers!

*** Pay-as-you-go contracts** – If an accountancy service offers you short-term month-by-month contracts, they won't take your custom for granted or increase their prices. Otherwise, you can jump ship! Try and avoid getting tied down to long-term contracts.

*** No worries** – A genuine business friendly accountancy service will take away the stress normally related to doing your accounts. In practice, this means you won't find yourself gathering up piles of paperwork or trying to make head and tails of endless trails of jargon. A good accountant will make the process easy.

*** More time for you** – A proper effective accountancy service will leave you with more time to do what you want to do, and less time having to keep up-to-date with your accounts. They should do the hard work so you don't have to! Only the very best online technology combined with a human being's expert advice can provide you with the most efficient way of doing your accounts. Don't settle for a ropey old spreadsheet.