

## How to Choose Your Accountant

It's difficult to decide on one accountant over another unless you have been fortunate to get a good 'word of mouth' recommendation from a reputable source.

The following questions may help you in arriving at an informed decision:

### 1. Will they make a good business partner?

- Do they put clients first?
- Do they follow the Golden Rule - Do unto others as you would have others do to you?
- Do they care?
- Do they have friendly people who are easy to work with?
- Do they have a high staff retention rate?
- Will they help solve your problems today and develop strategies for a successful future?
- Do they offer efficient and cost effective "one stop" shopping for all the services you need?
- Do they offer you access to dedicated experts?

### 2. Will you benefit from their reputation?

- Are they active in the community and with professional organisations?
- Will they be a good referral source for you?
- Will their reputation in the business community open doors for you?

### 3. Can you expect added value from them?

- When beginning a relationship will they listen to you and understand your business without charging you?
- Will they make meaningful suggestions to help improve your business?
- Do they have a proven history of bringing tax-saving, profit improvement and cost saving ideas to clients?
- Do they have business growth services and tools that will benefit you?
- Are they innovative?

### 4. Can they assure you they adhere to high standards of quality?

- Do they document client service promises and procedures?
- Will they give written guarantees?
- Can they give you references?
- Will a partner be involved throughout the engagement?
- Will they take the time to communicate often so that you understand what is going on?
- Will they meet your deadlines?
- Do they have a good reputation for quality service and work?

## Call Now

We believe that if you talk to us you would be able to answer 'yes' to every single one of those questions. Why not call us today on **021 431 0266**.