

## What We Do

### Our Aim

- Our aim is to help our clients increase their profitability, improve their cash flow and reduce their tax liabilities so that they have more disposable income.
- We strive to be trusted business advisors who provide PEACE OF MIND with an absolute focus on client service.

How do we go about achieving that?

- We proactively provide you with the information you need to maximise your profits and reach your full potential. We believe that knowledge and information are key.
- Our top class client service is based on an [unconditional 100% RISK FREE guaranteed service](#) and promises that we always stand over.
- [Fixed fees](#) are agreed in advance so you have no hidden surprises.
- As experienced chartered accountants we provide specialist services to business owners who are serious about how they operate their business.
- As business improvers we help business owners design and build better businesses, plan their finances and mitigate their tax liabilities
- We realise that our clients are in a range of industries throughout Ireland and tend to be ambitious, intent on growth and many want an exit plan. So we provide a comprehensive 'cradle-to-grave' package of services that help our clients to achieve their aims.
- Typically we will see and contact a client many times during the year. Yes we do provide year end accounting and tax services, but this is actually a relatively small part of what we do. Our clients prefer that we spend time with them looking forward not back. Anyone can crunch the numbers, but providing great business advice is about more than just looking back at last year's figures.
- So, we work closely with our clients to provide a genuinely proactive service, helping them to look forward, grow and take control of their businesses and ensuring that they make more profit, pay less tax and hopefully enjoy the journey!
- We help our clients to articulate their goals and develop a strategy to achieve them. We help them execute their strategy with ideas for implementation. We help our clients build profitable and more saleable businesses.

At all times, we are striving to be a firm that:

- Improves our clients financial position.
- Realises that while good record-keeping and accounting are key to the proper management of any business they are only the beginning in running a successful business and that our job really starts when the accounts are done so that the valuable advice can begin.
- Adheres to the highest standards of client services
- Delivers innovative services focused on our clients

- Clients recognise us as the pre-eminent practice in our field.

## **What to expect from us**

1. Friendly and approachable. You can call or e-mail us at any time.
2. Focused on helping you grow (whatever the market conditions). We love helping businesses grow and you can be assured that we'll be with you every step of the way.
3. A genuinely proactive service. Getting you thinking about your business and where you are heading is essential.
4. We talk your language. Easy to understand, no-nonsense advice from your accountant. Plain English. Now that's a first!
5. No surprise fees. All fees are agreed in advance, with the option of spreading the fees as monthly payments.
6. Quick turnaround on all projects. We do what we say we'll do, when we say we'll do it.
7. Most importantly, plainly and simply, [a great service](#)

Our policy is to agree fees for all our work in advance so that our clients are protected with a fixed fee agreement. Our clients can call us whenever they want on routine matters knowing that this service is included in our agreed fee which is based on fair use.

If you are a business owner and you are serious about developing your business we want to hear from you. If you want us to go the extra mile for you let's begin the journey now.

## **Call Now**

Why not call Seamus Parfrey today on **021 431 0266** to see how we can help you.