

If you're committed to building a better business then your accountant should also be committed...

...how many accountants do you know who put their money where their mouth is?



“ Since 1991 we have grown in number from three persons to now over twenty. Hallidays have been a major influence in our progress, obviously supporting us with the accounts, but in addition being there when we require consultation and advice.

Maggi UK regularly attend the Business Builder Forums and have found the Business Development meetings constructive and practical with relevant ideas for improvements to our service.

Joe Pritchard
Maggi & Maggi (UK) Ltd

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Five reasons why you should have a business development meeting

- ✓ **Success** Clarify exactly what's needed for you and your business to succeed.
- ✓ **Financial Targets** Be absolutely certain that you can achieve your financial targets.
- ✓ **Goals** Experience the discipline of taking the 'next steps' towards achieving your goals.
- ✓ **Your Future** Open your mind to possibilities for your business and your future.
- ✓ **Protection** Anticipate challenges, difficulties and threats so that your profits and capital value is protected.

Try first: Join us for a **free trial breakfast meeting** and you'll experience our ability to help and support you. It means you can test our worth and prove to yourself that you'll get measurable benefits from our time together in an informal and enjoyable setting.

Next step: Over the page Mark talks about the breakfast meeting and the profound impact it has had on his business - this might sound glib, but it must be worth 2 hours of your time to learn some great stuff don't you think?!

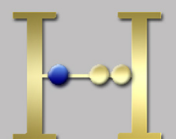
Whatnext: Call 0161 476 8276 and ask to attend our next breakfast meeting OR arrange to meet up with one of our Partners. Alternatively email clientservices@hallidays.co.uk with your request and we'll get back to you straight away.

Guarantee

If you don't get value-for-money from the support and the service you receive from Hallidays simply pay us what you think it's worth.

Business Development

HALLIDAYS
Exceeding Expectations



Here's a small business that has trebled sales...

This is a short story of a growing business, Johnson Reed, and what they did to transform their results - and how Hallidays were able to help:

Results worth considering...

1. By working smarter they have **more than trebled their fee revenues** whilst adding just one more team member.
2. Johnson Reed have **bought and moved into brand-new premises** to raise standards and create capacity for future growth.
3. Johnson Reed have **more than doubled their lease finance value** since buying out from the national owner in 2004.

Surprisingly, apathy held Mark back...

"After we bought out of the holding company we made some progress but I wanted more for my business. We could see a great future and we needed some help, guidance, and inspiration on what was next for the business."

"I had used the same small accountants for 7 years even though it was obvious that we had outgrown them. Apathy I guess. They were 'number crunchers' as I call them."

"After meeting 2 other accountants we chose Hallidays because we wanted the **personal backup** and some **pro-active suggestions** on what was next for Johnson Reed. That's just what we got. Plus we wanted the **personal touch** that I can't imagine you get from the large firms."

"The brand new building Johnson Reed bought in 2007 is clear evidence that working with Hallidays paid off."

What worked for Mark? Here's his inside-track...

- The insights I get from the breakfast club provide inspiration for the change needed to improve my business.
- The regular meetings with Hallidays have helped me improve profits and my personal earnings too.
- That's what I expect from my accountant now. Not just a 'number cruncher'.

How do regular meetings help grow their profits?

Mark recognised that he needed support in certain areas of the business. He gets rather animated when talking about the impact of regular meetings and regular training...

"I got the confidence from Hallidays on a whole spectrum of business stuff thanks to their regular contact. Some I knew already but wasn't doing. Other stuff was new to me and forced us to improve. As a result we have changed some big things but mostly we have changed lots of small things that make a big difference, such as a regular contact programme for our customers, alternative sales strategies and the whole way in which complaints are handled within our organisation. This has created new opportunities for us."

Does Mark's story resonate with you? Can you see how working more closely with a pro-active accountant can help you improve your results?

Or perhaps you'd like to try out our regular business breakfast events and have a closer look at Hallidays without any commitment?

If you want to find out more call Paul Whitney or Nigel Bennett at Hallidays on 0161 476 8276 or email clientservices@hallidays.co.uk

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