

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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