



DSG Financial Services Ltd

A unique and independent motor finance provider based in Bredbury, DSG Financial Services have a clear focus on excellence and had become disillusioned with the lack of 'added value' from a succession of accountants...

Before

-  External accountant inherited from parent company when the management buy-out took place.
-  Business not progressing due to lack of financial understanding and focus.
-  An accounting and compliance service with no added value.
-  An ambitious team who were lacking in formal management training.

After

-  Hallidays' knowledge and experience was employed to first assess the business and then challenge thinking and inspire positive change.
-  A clear understanding of the numbers that matter. Excellent management information has given the business a financial focus and informed their decision making.
-  An accountancy practice genuinely interested in the business and adding tangible value. The MD attends our Business Builder Forums which are aimed at helping business owners add value and grow their business.
-  Formalised management training for the management team.

Outcome

DSG had previously worked with various accountancy practices in the region who, although technically competent, simply provided and submitted the company's accounts.

Hallidays worked hard to understand the business aspirations and ambitions of the business. DSG strives for and recognises excellence, and is full of praise for Hallidays.

We used our expertise as business advisers to stimulate and challenge their thinking. This process of getting to know the business and the individuals within it involved assessments and goal setting, both from the business perspective and from the personal. This had a galvanising effect and has helped to ensure that everyone is driving in the same direction.

What the client said

“ Our relationship with Hallidays is one based on trust and an understanding of our business and our people. Hallidays' ability and expertise to stimulate and challenge our thinking is key to this. I view Hallidays as key advisers and I'm looking forward to them being a big part of our success in the future. ”



Richard Hoggart
Managing Director - DSG Financial Services Ltd