



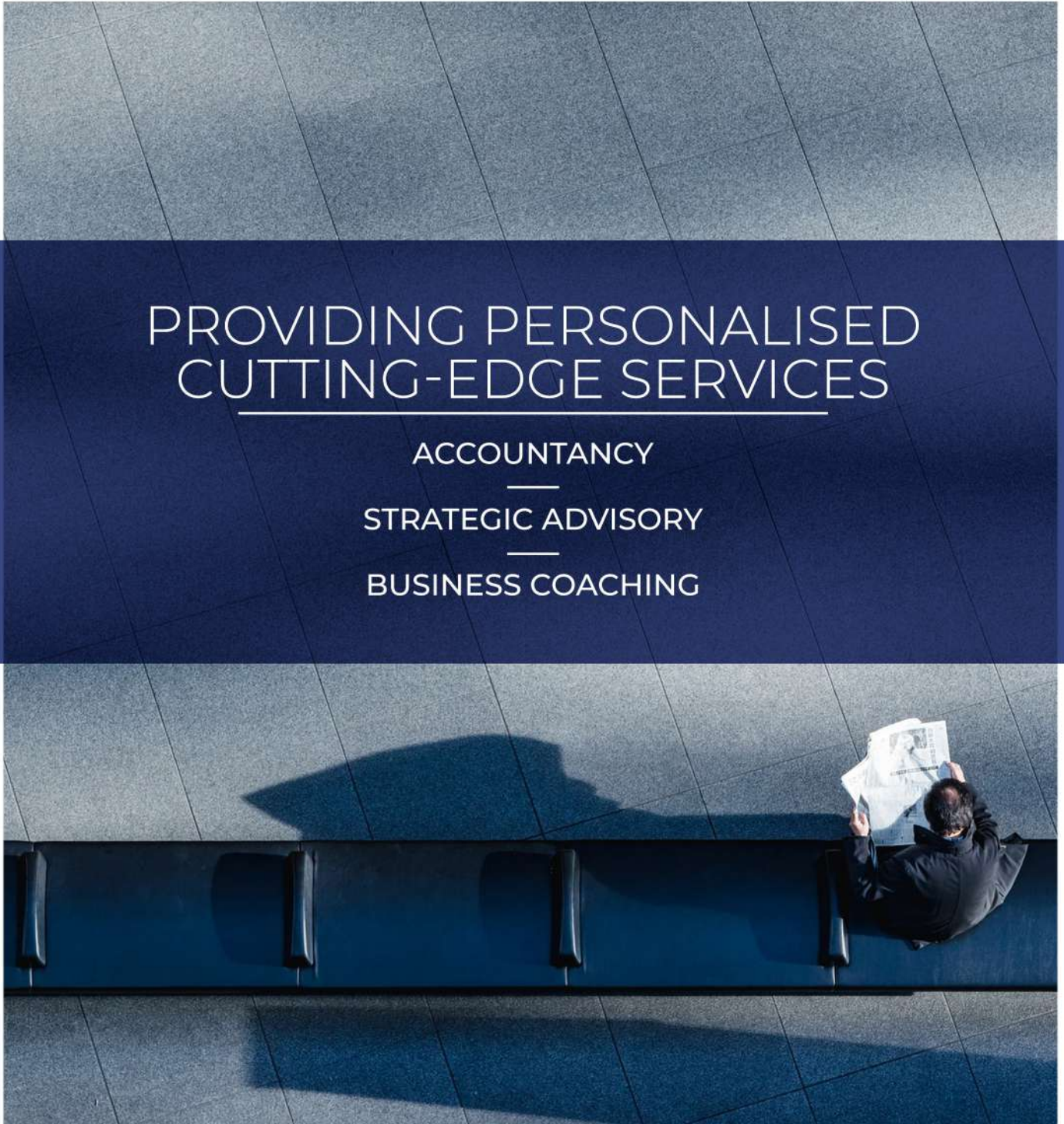
highwoods
& associates

PROVIDING PERSONALISED
CUTTING-EDGE SERVICES

ACCOUNTANCY

STRATEGIC ADVISORY

BUSINESS COACHING



INTUITION FOR GROWTH

COMMITTED TO
SUPPORTING YOUR
BUSINESS
EVERY STEP OF THE WAY.

Accountancy

Our Financial Controller services ensure that you are fully compliant and that everything's in order.

Clarity

Get a high-level view of what the business is trying to achieve financially, getting clear on what you want and how we will get you there.

Successful Business

CoPilot

Strategically advising the board on the Financial opportunities and obstacles that lie ahead. Our Finance Director services allow you to make better decisions about the future.

Business Coaching

The process of engaging in regular, structured conversation with you to supporting you to grow your business the fastest way possible, while maintaining stability.



VISION AND CORE VALUES

Our vision guides us to be the leading accounting and business consulting firm in the London area that provides opportunities for our team to enable them to deliver practical, innovative and strategic insight to our clients.

Highwoods and Associates' core values inspire and motivate our team at every stage of our practice.

OUR TEAM

Value every individual member's contribution and help them to maximise their personal growth.

PROFESSIONALISM

Maintain a high level of integrity, transparency in every aspect of our work.

ACCOUNTABILITY

Assume total responsibility for our actions, services and decisions throughout our firm.

INNOVATION

Constantly seeking innovative tools and ideas that will improve the client's experience.

COMMUNITY

Give back to our local community to improve the lives of others.

TRANSFER YOUR BUSINESS INTO THE CLOUD

Accounts are a necessary evil...

... at least that's the traditional view.

Let's face it, for many businesses their accounts are produced typically 9 months after the year-end and are so out of date by then they are useless as a management tool for decision-making. So they're viewed as a cost.

Unfortunately they are unavoidable. They have to be produced to enable you to report income to the tax authorities. And if you trade through a Limited Company, Limited Liability Partnership and some other entities, you must file statutory accounts with Companies House.

And if your accounts are either wrong or late both HM Revenue and Customs and Companies House impose penalties. These can be severe.

This is the bottom line...

You have to produce fully compliant year-end accounts by law.

So we might as well do the job properly and turn what is normally seen as a necessary evil into what financial statements should be - the core management tool for every business. A management tool that reports the current health of your business and aids decision making so you build a great business.



And this is why we use a real-time information system

We use a real-time information system, which means we can help you with important business advice throughout the year. Our Cloud Accounting solution offers a range of packages so you can choose the level of support that is best for you.

This is one of the features our clients find most valuable...

Real-time accounts that put management information at your fingertips

By using an industry-leading cloud accounting system you get instant access to the information you really need in real time. So you will be in **complete control of your numbers and your business**. Here are just some of the many benefits:

- **24/7 access** to up-to-date financial information and reports from any device with an internet connection (you can access your numbers with your smartphone or tablet).
Up to date - Real-time accounting means your records are always completely up to date making it easier for you to make the right decisions.
- **Business support** - Since we can access your data 24/7 you get more value from us – we can help you run and grow your business rather than just add up the numbers. We can support you with your key decisions.
- **Easier invoicing** - Fast, simple customised sales invoicing will make your life simpler. And the facility for emailing of invoices, with the option to attach a statement at the same time makes it so easy to manage your sales and get paid quicker.
- **Quicker cash collection** - The system allows you to embody payment methods into your invoicing. For example, click and pay to drive quick collection of your debts. It makes it so much easier for you to get paid, reducing bad debts and slow payers and putting more cash in your bank account. You can also chase debtors whilst you're on the go.
- **Automatic processing** - Your bank accounts can feed directly into the system, which keeps your accounts up to date and fully reconciled to the bank... this feature will save you a significant amount of time.
- **Financial dashboard** - One of the most popular features is the “Financial Dashboard”; a fully customisable screen showing you the key financial information you need to run your business. You'll come to rely on this Financial Dashboard just as much as you rely on the dashboard in your car when driving.
Instant reports - At the touch of a button you can get instant reports on your business.
- **Security** - Being able to sleep at night knowing your sensitive financial data is always secure and backed-up automatically.
- **Maintenance-free** - No system downtime because all software upgrades are automatically installed. This worry-free maintenance saves you time and hassle.
Lower professional fees - Reduced accountancy fees because it makes it easier for us to produce end of year accounts.
- **Free software** - As well as helping you, this system makes our life much easier and that means we can pass this onto you in the form of cost savings, i.e. we will pay the monthly fee for the system on your behalf.



PRICING THAT PUTS YOU FULLY IN CONTROL

Our clients tell us they hate the way the accounting profession prices – pricing based on how long the work takes which means you have no idea what the cost is until the work is finished. We hate it too. It doesn't seem fair.

So what we do is offer you a range of fixed-price solutions so you can budget and plan; you choose the option and build your own package to best suit your needs.

OUR EASY PAYMENT SOLUTION HELPS YOUR CASH FLOW

To make your cash flow easy and to help with budgeting our Cloud Accounting packages are payable monthly in advance by Direct Debit. And if you have a set of accounts due to be completed within the next year, we even have a range of easy payment options to help with any catch-up. These include paying by credit card, paying by finance, paying by cheque or spreading the payment across the first few Direct Debit payments.

And the great news, the price is fully tax allowable which means – subject to the rate of tax you pay – the taxman will effectively be paying up to 50% of this amount.





SMART ACCOUNTANT AND BUSINESS GROWTH EXPERT YOU CAN TRUST

ACCOUNTANCY

Accounting is the analysis, developing and transfer of information regarding financial data from accountants (the experts) to clients in a finished format. Accounting is a practice in all firms and organisations to enable proper accountability and balancing of the incomes, expenses, assets and liabilities. For a complete presentable work, one requires a competent accountant like Highwoods & Associates.

COPILOT - STRATEGIC ADVISORY

Strategy consulting, also known as strategic consultancy or boardroom consulting, is an advisory segment that focuses mainly on strategic matters. An experienced finance professional advising the board on the financial opportunities and obstacles that lie ahead. Our Finance Director services allow you to make better decisions about the future.

BUSINESS COACHING

The process of engaging in regular, structured conversation with you to supporting you to grow your business the fastest way possible, while maintaining stability. We want to support you by helping you extract maximum value at every single stage. It's a high-quality strategic planning and implementation support package for where you are now and where you want to be.

At Highwoods & Associates, utmost care is exercised in each step to ensure every customer gets a satisfactory result that is free of errors.

COMMUNICATION IS KEY

At Highwoods & Associates, communication is important to us because we place emphasis on clarity and ensure transparent communication with our clients regarding the accounts we handle. We conform to the ethical standards, playoff our trade and we pass this on to our clients. Communication about payment is made clear prior to undertaking a project as we work to legislative requirements to ensure the correct amount of tax is paid to the government accordingly. Business advice will be issued professionally to ensure successful business endeavours.

PERSONAL RELATIONSHIPS

At Highwoods & Associates, we maintain a high level of personal relationship with our clients thereby ensuring a wider range of interaction which raises trust and long-term commitments from our clients.

Our clients do not feel on their own because we do not only help with financial accounting but also on developing businesses and making taxation decisions for your organisation. This proves to be a major help since it is provided by professionals who have the know-how on facing and solving entrepreneurship and taxation hiccups in a reliable way.

QUALITY SERVICES

Highwoods & Associates, run by a number of Accountants, is also a B2B company that offers quality services to other companies in various economic sectors like:

- The retail sector
- The agricultural sector
- The property development and constructions sector
- The transport sector
- The I.T sector
- The manufacturing sector
- The service businesses sector

EXERCISING COURTESY

In all our activities, we encourage clients to express their views and strive to create an inviting environment and atmosphere for them to do so comfortably.



THINGS TO EXPECT FROM YOUR ACCOUNTANT

Recent research shows that 82% of business owners want more support from their accountant. All good accountants understand this and have already geared themselves up to be able to deliver it.

This simple checklist has therefore been independently produced to help you ensure that your accountant gives you all the proactive support and guidance you need.

All you need to do is this... tick the right-hand column for all those areas where you are completely satisfied that your accountant is already giving you all the help you need and want. And if the score is not 19 out of 19, ask your accountant how they can give you the extra help you need in the areas you have not ticked.



If your accountant cannot help you fully in all of the above 19 key areas, or you want a second opinion for free from a professional accountant who can, please contact us.

There will be no cost or obligation. And even if you go on to ask us to help you with something, from the list above, you can still stay with your existing accountant for everything they currently do with you if that is your preference.

HOW A GOOD ACCOUNTANT CAN HELP YOU THROUGH THE HARD TIMES

ARE YOU SATISFIED WITH WHAT YOUR ACCOUNTANT IS ALREADY DOING FOR YOU IN EACH AREA?

GENERAL SUPPORT YOU SHOULD EXPECT



1 Diagnostic review and report to identify the key options for strengthening your cash flow

2 Explore the 20 sources of cash to see which have the most potential for you

3 Help you understand and manage your breakeven point so you are more able to survive falls in demand

4 Benchmark you against others in your industry to identify the areas where you can most easily improve

5 Create an initial improvement action plan covering all the key areas listed here

6 Produce regular cashflow forecasts to ensure your plans can be funded & you do not get into financial difficulties

7 Give you free access to a library of relevant "Help through the hard times" resources eg videos, software, reports etc

STRENGTHENING YOUR CASHFLOW BY MAKING MORE PROFITABLE SALES & GETTING PAID MORE QUICKLY

1 Identify which of the 8 key profit drivers has the greatest potential for you

2 Review the 23 profit strategies that lie behind the 8 profit drivers – prioritise and action them

3 Analyse your sales pipeline – & use sales improvement software

4 Evaluate alternative pricing strategies using – since getting your pricing right is usually the fastest and easiest way to increase the profitability of sales

STRENGTHENING YOUR BUSINESS AND PERSONAL CASHFLOW BY USING BETTER TAX PLANNING TO...

1 Identify the most tax-efficient structure for your business and reduce annual tax bills

2 Significantly reduce your corporation tax bills.

3 Identify and drastically reduce or possibly eliminate Inheritance Tax bills on estates. Significantly reduce your corporation tax bills.

4 Incentivise and reward your key team members tax efficiently.

5 Significantly reduce stamp duty on new property purchases.

6 Defer, reduce or even wipe out capital gains tax liabilities with careful planning

7 Use IHT and care home fee planning to put extra cash in your bank during your lifetime.

IMPORTANT NOTE: All of these tax planning opportunities are legal – and all are possible in certain circumstances. If your accountants tell you that they are not possible, ask them to clarify exactly what they mean. Is it (A) they are fully aware of the tax strategy being referred to and know for a fact that you do not meet the qualifying criteria, or (B) they are simply not aware of the specific tax strategy being referred to?

WOULD YOU LIKE...

- Fixed competitive fees
 - Unlimited phone support
 - Unlimited free meetings
 - A free tax review
 - Work on time, every time
- All work 100% guaranteed
 - To make more profit
 - To pay less tax
 - Someone to sort all your paperwork
 - An accountant who speaks plain English

You would? Then why don't you give us a call now?

No Surprises fixed fee policy

To avoid any misunderstanding, this Fixed Price Agreement defines the services we will perform for you.

As part of our “No surprises fixed fee policy” there are no hidden charges on your investment in our services.

This fixed fee includes the regular maintenance and preparation of the statutory filings of the business moving forward. However, it doesn't include any charges that may be involved in compiling any backlog of compliance work required before the initiation of the agreement.

Our work actually starts long before we begin work on your accounts. We want to ensure that you don't fall foul of any penalties from non-compliance with tax and company laws.



Our work actually starts long before we begin work on your accounts. We want to ensure that you don't fall foul of any penalties from non-compliance with tax and company laws.

And so it is really important to keep reminding you of upcoming deadlines and aspects of compliance at all times. These will include

- Helping you to keep good records and making you aware of the things you should be keeping by providing you with advice and checklists. Keeping fully compliant and good records will help you avoid enquiries and penalties from HM Revenue & Customs.

- Prompting you to provide exactly what we need to complete your accounts. Making you aware of what to submit (and why) will ensure that work (accounts, tax returns etc.) is done as quickly as possible, with as little effort on your part as possible. We want to make it as hassle-free for you as possible.

- We will write to you 2-3 weeks ahead of year-end to remind you of some key things. This will include planning around expenditure and ensuring tax relief is given at the earliest date to ensure the least amount of tax is paid.

- If you have not submitted your information by a pre-agreed date, we will contact you once again to remind you to provide your records.

- When you bring in your records, we will log them in and review them to ensure that we have everything we need which means we can complete everything quickly for you. We will also confirm that the records have been received as per the quality rating agreed above. If for any reason, they do not match our agreement we will, of course, contact you immediately so that we can decide on the next steps. (Please note work cannot start on your accounts until all relevant records have been received).

- At all times, we will make you aware of your legal obligations, deadlines and potential penalties.

STAGES OF SUCCESS FOR BUSINESS GROWTH

A **business** can grow in size through: Internal (organic) growth - the business grows by hiring more staff and equipment to increase its output. External growth - where a business merges with or takes over another organisation.

Owners can face a dilemma in deciding whether to expand. Expansion is risky. There's always the chance that any expansion plans can fail and result in losses rather than profit. Owners are then worse off than before the growth of the business.

The risk of expansion means that some owners are reluctant to change. They opt instead to stay small and earn a relatively risk-free profit.

There is potentially a major drawback to avoiding growth. Small businesses can be at a cost disadvantage compared to their larger rivals enjoying economies of scale. As small firms cannot compete with the low prices set by their larger rivals, they have to compete on service or quality.

As Highwoods & Associates, our business growth services include...

- Setting goals and an action plan to get you where you want to be - see strategic planning;
- Removing the blocks that are stopping you from getting where you want to be;
- Bench-marking against other businesses in your industry - do you know how you compare to the best and the average in your industry;
- Getting the systems in place to allow your business to grow;
- Performance monitoring including use of key performance indicators;
- Marketing strategy;
- Unique selling point development;
- Pricing strategy - have you tested what your optimum selling price is?
- Raising finance to allow you to invest in growth;
- Improving the potential of your team members;
- Measuring and testing everything so that you can continually improve.

STAGE	COMPLIANT BUSINESS	EFFICIENT BUSINESS	GROWING
Team	Up to 10	Up to 25	25 +
Annual revenue	Up to £499,999	£500,000 – £999,999	£1,000,000 +
Monthly investments	£90 – £499	£500 – £999	£1,000 +
Positives and challenges	Small budget Pricing issues Working a lot hour	Bad cashflow HR challenges Firefighting Systems challenges	Improving revenue Improving cashflow Thinking strategically Structural challenges Exit strategy
Goals	“I feel like I have too much on my plate and I’m not getting paid enough. I need to manage my finances and time more efficiently.”	“We need to increase revenue, improve cash flow and systemise the business to enable us to grow.”	“For us to continue to scale our business we need to operate strategically with external support from a business growth expert.”

ACCOUNTANCY

NO SURPRISES FIXED FEE POLICY

ACCOUNTING AVAILABLE OPTIONS	ESSENTIAL	PLUS	PRO
Statutory accounts preparation	●	●	●
Tax computation preparation	●	●	●
Tax return preparation	●	●	●
Company secretarial work	●	●	●
Self-assessment tax return	●	●	●
Pre-year end tax planning meeting	●	●	●
Profit review	●	●	●
Accounting records quality report	●	●	●
Personal tax planning	○	●	●
Business tax planning	○	●	●
Tax efficient remuneration	○	●	●
PAYE compliance health checks	○	●	●
VAT compliance health checks	○	●	●
Professional fee protection	○	○	●
Management accounts	○	○	●
Budgets and forecasts	○	○	●
Helping you through the difficult times	○	○	●
Board and or management meetings	○	○	●

COPILOT

STRATEGIC ADVISORY SERVICE TO HELP THE BOARD
MAKE BETTER DECISIONS FOR THE FUTURE

COPILOT AVAILABLE OPTIONS	ESSENTIAL	PLUS	PRO
Clarity roadmap	●	●	●
Pre-year end tax planning review	●	●	●
Mapping your financial plan	●	●	●
Access to growth advisor	●	●	●
Dedicated portfolio manager	●	●	●
A subscription based delivery model	●	●	●
A collaborative approach	●	●	●
Sector expertise	○	●	●
Tax advisory	○	●	●
Strategic funding requirements	○	●	●
Working capital management and cashflow planning	○	●	●
Corporate healthcheck	○	○	●
Operations and strategic advice	○	○	●
Financial representation	○	○	●
Business valuation	○	○	●
Exit planning	○	○	●

BUSINESS COACHING

DEVELOPING AND IMPLEMENTING A GROWTH PLAN TO HELP YOU REACH YOUR POTENTIAL

BUSINESS COACHING AVAILABLE OPTIONS	ESSENTIAL	PLUS	PRO
1-2-1 coaching in person or via video call (Monthly, Bi-monthly or Quarterly)	●	●	●
Work-through our business coaching roadmap handbook	●	●	●
Decide and review what you want to achieve	●	●	●
Develop a plan of action	●	●	●
Measuring actual performance	●	●	●
Unlimited support via email	●	●	●
Analyse and develop a performance improvement plan	○	●	●
Focus on specific ad hoc issues	○	●	●
Alignment sessions	○	●	●
Individual director coaching sessions (up to 2 directors)	○	○	●
Group training sessions	○	○	●
Bespoke workshops	○	○	●



COMPLIANT BUSINESS ESSENTIAL

PRE-YEAR END TAX PLANNING MEETING

One of the biggest outgoing you will have in your business life is your tax bill. Each year we will carry out detailed a comprehensive tax planning BEFORE your accounting year-end to ensure that you pay not a penny more than your fair share. We will ask you to complete an annual Taxability questionnaire and then use this to identify areas in which we can help you further.

MAPPING YOUR FINANCIAL PLAN

Before you can take a single step towards achieving your business goals, you need to know exactly where you are in your business right now, everything that is contributing to your current location and the required actions that are going to move you closer towards those goals.

BOOKKEEPING

Completing your bookkeeping for this financial year. We will be responsible for recording and classifying the accounting transactions of the business firm and techniques involving recording those transactions.

VALUE-ADDED TAX

Preparation of your regular VAT returns, calculation and notification of amount due, online submission of your return and peace of mind that you are complying with the current legislation.

PAYROLL SERVICES

Payroll these days can be a mine-field and take up a lot of your time. We can take care of your payroll and ensure you comply with all statutory regulations. We will also prepare your forms P11d and calculate any National Insurance liabilities.

COMPANY SECRETARIAL WORK

Dealing with all company secretarial work including writing up and maintaining the Company Register and the Share Register, preparing the Annual Return and all statutory forms for filing at Companies House, for example, appointment and resignation of company directors.

STATUTORY ACCOUNTS PREPARATION

Your company's annual accounts - called 'statutory accounts' - are prepared from the company's financial records at the end of your company's financial year. You must always send copies of the statutory accounts to all shareholders.

SELF-ASSESSMENT TAX RETURN - BUSINESS EARNINGS ONLY

Prepare the business owners personal tax return. This is a system HM Revenue and Customs (HMRC) uses to collect Income Tax. Tax is usually deducted automatically from wages, pensions and savings. People and businesses with other income must report it on a tax return.

TAX COMPUTATION PREPARATION

A statement showing the tax adjustments to the accounting profit to arrive at the income that is chargeable to tax. Tax adjustments include non-deductible expenses, non-taxable receipts, further deductions and capital allowances.

TAX RETURN PREPARATION

Tax preparation is the process of preparing tax returns, often income tax returns, often for a person other than the taxpayer, and generally for compensation. Tax preparation may be done by the taxpayer with or without the help of tax preparation software and online services.

PROFIT REVIEW

A simple one-page report giving an indication of what might be possible in your business. As a result of doing this, you can clearly see what profit you could achieve in your business.

ACCOUNTING RECORDS QUALITY REPORT

We want to help you get the most out of your accounting systems. So we will prepare a report setting out any weaknesses, the consequences and our suggestions on how to improve them.



EFFICIENT BUSINESS PLUS

TAX-EFFICIENT REMUNERATION

We will advise you on the most tax-efficient remuneration.

COMPLIANCE HEALTH CHECK

We will review your records to ensure that you are complying with the requirements. This will minimise the risk of penalties and interest from any subsequent visit from HMRC.

PROFESSIONAL FEE PROTECTION

Insurance against the cost of investigation giving you peace of mind. You will be covered by our scheme - in the event of a full enquiry we will be able to deal with this for you promptly and our fees will be met by the insurance company.

COPILOT - TAX ADVISORY

Tax planning is the analysis of a financial situation or plan from a tax perspective. The purpose of tax planning is to ensure tax efficiency. Through tax planning, all elements of the financial plan work together in the most tax-efficient manner possible. Tax planning is an essential part of a financial plan.

BUSINESS TAX PLANNING

We will carry out a detailed tax planning review two months before your accounting year-end to ensure you are aware of any opportunities to minimise your tax liabilities. Action taken here will allow us to proactively plan for your wealth creation strategies utilising your retained earnings after tax.

PERSONAL TAX PLANNING

We will carry out a personal tax planning review to ensure you are aware of any opportunities to minimise your personal tax liabilities.

COPILOT - FUNDING REQUIREMENT

This is to ensure that your firm develops and implements an effective plan for helping the practice and its clients through the hard times.

COPILOT - CLARITY ROADMAP - ADVANCE

Before you can take a single step towards achieving your business goals, you need to know exactly where you are in your business right now. What you are currently doing that is contributing to your current situation and the required actions you are going to take to make a change and move closer towards achieving your goals. It is amazing how simply understanding exactly where you are, can help you to get where you want to be.

Our clarity RoadMap can help you improve your:

- Business Goals
- Personal Goals
- Financial Position
- Services delivery and their profitability
- Systemisation
- Finding the bottle neck and cracks





GROWING BUSINESS PRO

MANAGEMENT ACCOUNTS

We will prepare management accounts from your accounting records as many times a year as you choose. This is a set of summarised accounting data (balance sheet, cash flow, and income statement) prepared and presented specifically for a firm's management.

SNAPSHOT VIDEO REPORTING

We provide you with a high video for you and your leadership team to give you a quick understanding of your report ahead of your meeting.

HELPING YOU THROUGH THE HARD TIMES

2-hour meeting to discuss how we can best help you with the economic challenges your business faces, see how your business can capitalise on the recovery and work with you to create an action plan that you can use to take your business forward.

COPILOT - BOARD-MEETINGS

A formal meeting of the board of directors of an organisation, held usually at definite intervals to consider policy issues and major problems.

COPILOT - BUDGETING & FORECASTING

We will prepare 12-month cash flow and profit and loss forecasts, broken down month by month. This will be in a format suitable for presentation to your bank manager.

COPILOT- BUSINESS VALUATION

Whatever your need, Highwoods & Associates can provide you with a confidential, independent valuation. More than just a single figure, a business valuation from Highwoods & Associates includes a comprehensive financial analysis of your company and 10 competitors. Whether you are looking to sell, have a share dispute, tax issues or are just purely intrigued, Highwoods & Associates can provide you with a detailed valuation report giving an independent opinion on the value of any business.

COPILOT- EXIT PLANNING

Prepare the business for exit, working in accordance with our diligence checklist to enhance sale credentials and drive up the valuation.

BUSINESS COACHING

You know your business had more potential and you really want to put business growth in place, but you don't know where to start. Or maybe you've already enjoyed some business growth and you know you have the potential for more. But you need some support to make sure you maintain stability as you solidify your business. We will help you put the systems in place to move toward the next level. This carefully planned service will put you right on track.





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