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# Auctus+

## INVEST IN YOUR FUTURE

Auctus+ team help protect your finances so you don't have to worry about what's ahead.

[Learn more](#)

### Welcome to Auctus!

Our dedicated team of accountants based in North Harrow have years of experience providing accounting solutions and advice to business owners. The difference is in the value we provide, the stress we remove, and the level of care we show.

[Find out more](#)

### The extra mile

Our goal is to help your business grow. Our friendly team have the expertise and advice to move your business to the next level. Get in touch with us to see how we can help!

MacBook Pro

# Auctus+





The business landscape of today is significantly different to what it was fifteen or twenty years ago. Recent and ongoing advances in technology have touched every industry, changed others completely and even created new ones. Those who embrace these changes grow and prosper: those who dabble or ignore them will fall behind.

## Retro accountancy can't help you:

If you were buying a laptop, television, digital watch or mobile phone, would you choose a model from the 1990s or today's latest model? Especially if there was no difference in the cost.

Most accountants today still rely on antiquated systems and apply a twentieth-century, grey-suited accountancy mindset to their customers' businesses. Our clients take their businesses more seriously and choose services which add value, embrace innovation and help them to realise their goals.

Get Into the Cloud: Modern systems with cloud accounting and bookkeeping  
Get a Smart Accountant: Intelligent support, business planning and fast returns

Get up to Speed: Real-time reporting, forecasting and bank reconciliation  
Get a Great Team: A personal, professional and supportive accountancy team  
Get Promises Delivered: Service guarantees and a positive impact on your bottom line



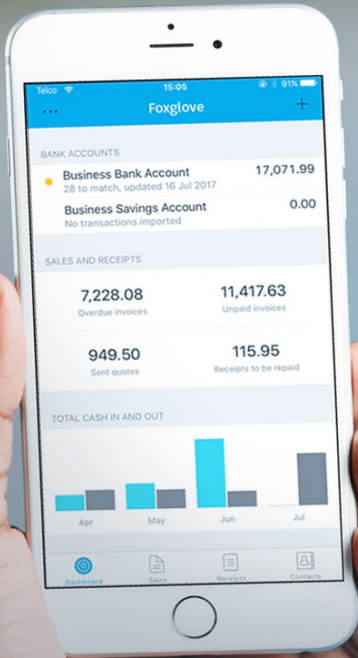
## Cloud accounting makes profits soar

Auctus are proud to be Xero's Silver Partner accountancy team. That means that we don't just 'use' the world's most powerful cloud accounting software, we partner with Xero and help direct its ongoing development. Some of Xero's key features include:

- Automated bank feeds: Easy, instant and automated reconciliation
- Online invoicing: Faster payments, automatic recurring invoices and scheduled payments
- Mobile access: Access your account from anywhere for balances, receipts and invoices
- Free updates: Automatic software updates with innovative developments and extras
- Unlimited users: Your whole team, accountant and bookkeeper can work together online
- Smart reports: A whole range of powerful real-time and forecast reporting at your fingertips
- Unlimited email support: Xero and Auctus's experts are always on hand to help

In our hands, that means your money works harder, faster and smarter for your business. Your finances will take on new meaning and relevance, giving you greater control and more time, with efficient processes and increased profitability.





## Old-fashioned accountancy doesn't add up

A 2015 survey on mobile phone usage revealed that 'making calls' ranked as the 6th most popular use of a smartphone, behind texting, browsing, email, photography, social media and alarm clock. This is reflected in business evolution too, and is particularly relevant to accountancy.

Filing your returns (long after those numbers serve any useful purpose) and keeping you legal is way down the list of what your accountant could and should be doing for you today! Just like your smartphone, Auctus can put so many powerful benefits at your fingertips to help manage and grow your business. You don't even need to understand 'how' we do it, you just get access to the business- critical information you need in an instant.

## This is APPsolutely essential

The world is still changing and, whether you like technology or loathe it, the reality is that you need smart business information to stay ahead. Apps, tablets, smart TVs and the like are designed to be fast, user-friendly, and deliver the information you need, hassle-free. Auctus has been designed to do the same.



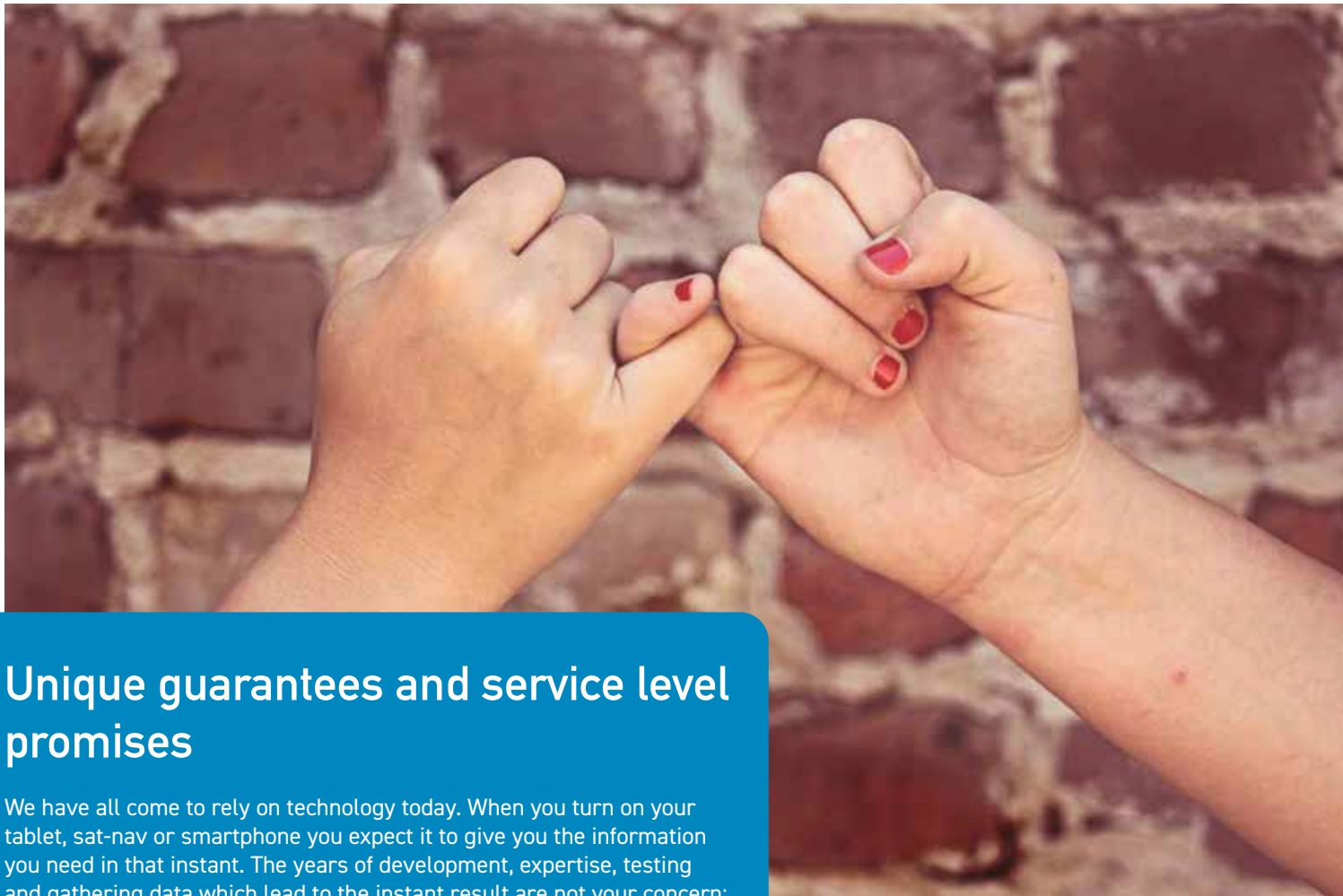




## All the technology in the world can't replace a great team

We believe it is our responsibility to add value to your business by providing innovative, workable solutions to problems. That is our promise to all of our customers.

As a company, we believe in embracing technology to increase the efficiency, value and management information that we provide to our customers. With this comes the even greater benefit of being able to give you more of our personal attention: working with you, getting to know your business, and bringing out the best in your numbers. Process and technology can make a business run well, but it is the people involved who turn a good business into a great one. Our aim is to be involved in making your business great.



## Unique guarantees and service level promises

We have all come to rely on technology today. When you turn on your tablet, sat-nav or smartphone you expect it to give you the information you need in that instant. The years of development, expertise, testing and gathering data which lead to the instant result are not your concern: you simply engage and the device delivers exactly what you need. Nine times out of ten we are happy with the result, and so we take it for granted!

The only real difference between us and your all-singing, all-dancing smartphone is that we are guaranteed to deliver every time. We never need a recharge, we update automatically, we are always current, always friendly, and always listening to our customers' needs. In short, we always deliver the results you need: hassle-free.

### Our 100% service guarantee

If you are ever unhappy with any aspect of our work, we will – without question – respect your right to pay whatever amount you feel is more appropriate for that month. In other words, if at the end of any month you are not completely delighted with the work we have done for you in that month, simply let us know and we will raise a credit note against the most recent monthly payment to reduce it to whatever amount you believe is fair, based upon your judgement of the value you have received.





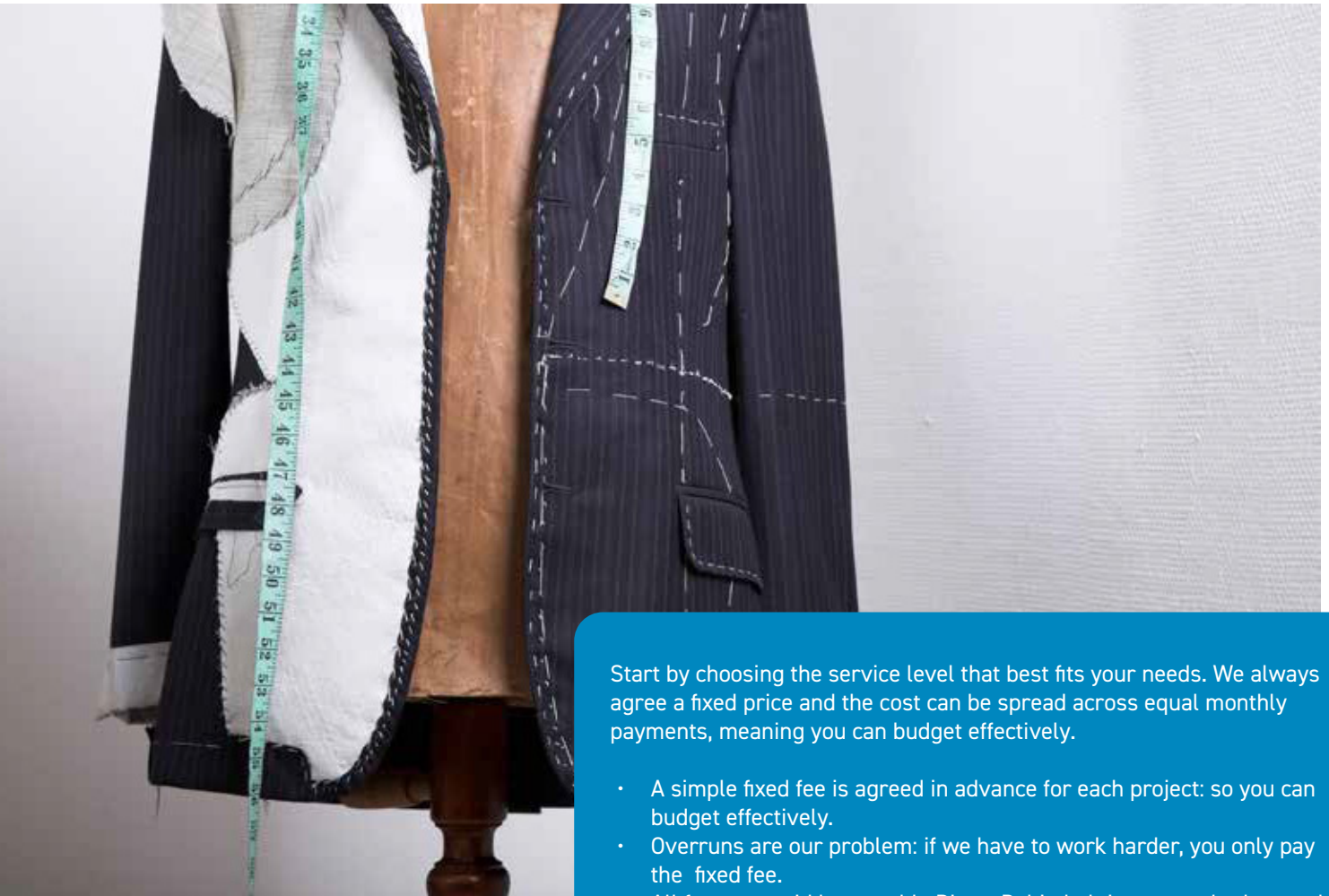
## You can't plan tomorrow unless you can clearly see today

The most important part of any plan is knowing where you are now. For decades, accountants' standard service meant that your returns, management figures and company accounts were calculated long after your year end – and that was if you had a good accountant. In reality, this has always been too late to be of any use to a business, but today it doesn't need to be. The technology is at our fingertips to be get 24/7, real-time information about where your numbers are today and how best to plan for your future.

### Auctus makes your numbers work for you

Working with us means all of your key financial information is available to you in the present. Much more than that, though: we will tell you exactly what your numbers mean:

- The amount you need to plan and put aside for tax
- How to reduce your tax bill and decrease other costs
- The hidden secrets to increasing your profits
- Benchmarking your performance against your competitors Which products and services are making you the most profits. Where to focus your investment and improvement resources. Accurately forecast just how exciting next year could be for your business
- And many other valuable and clarity-driven business planning insights



Start by choosing the service level that best fits your needs. We always agree a fixed price and the cost can be spread across equal monthly payments, meaning you can budget effectively.

- A simple fixed fee is agreed in advance for each project: so you can budget effectively.
- Overruns are our problem: if we have to work harder, you only pay the fixed fee.
- All fees are paid by monthly Direct Debit: helping you to budget and spread the cost.

This ensures you get fast, accurate accounts and returns, avoiding penalties and enabling smarter, more strategic financial decisions to be taken for your business.

## Unlimited free ad hoc advice

Our fixed fees include unlimited access to our entire team for advice on ad hoc matters, so you can call at any time without worrying about the cost. Only if we need to start an Extra Work Order (EWO) will we agree another fixed fee with you for the work to be completed. That means you can rest assured that we will never charge you for work without having agreed a fixed fee with you first.



## Recommended Services

		New Business	Growing Business	Mature Business	Established
Annual accounts & Corporation Tax Returns	✓	✓	✓	✓	✓
Use of our address for your registered office	✓	✓	✓	✓	✓
Company secretarial services	✓	✓	✓	✓	✓
Tax investigation protection service	✓	✓	✓	✓	✓
Dedicated Client Manager	✓	✓	✓	✓	✓
Personal tax returns	✓	✓	✓	✓	✓
Personal tax planning		✓	✓	✓	✓
Business tax planning		✓	✓	✓	✓
Tax-efficient remuneration planning		✓	✓	✓	✓
Company vehicle tax planning		✓	✓	✓	✓
PAYE & NI health check		✓	✓	✓	✓
VAT health check		✓	✓	✓	✓
Pre year-end tax planning review			✓	✓	✓
Board meetings per year			4	4	12
Management accounts per year			4	12	12
Dedicated Client Partner			✓	✓	✓
Budgets & forecasts				✓	✓

# Customise Your Package With Any Additional Services

## Limited Companies - Annual Accounts & Corporation Tax Returns

As a limited company, you are required to prepare statutory accounts and submit these to Companies House annually. This is all included within your quote and you will have peace of mind knowing that this is all taken care of for you by us. You are also required to file a Corporation Tax Return annually with HMRC. We'll take care of everything that HMRC requires and inform you of the Corporation Tax payment required in plenty of time.

## Limited Liability Partnerships - Annual Accounts & Partnership Tax Returns

As a limited liability partnership, you are required to prepare statutory accounts and submit these to Companies House annually. This is all included within your quote and you will have peace of mind knowing that this is all taken care of for you by us. You are also required to file a Partnership Tax Return annually with HMRC. We'll take care of everything that HMRC requires and inform you of your Personal Tax bills in plenty of time.

## Partnerships - Annual Accounts & Partnership Tax Returns

As a business owner, you are required to prepare statutory accounts and submit these to HMRC annually. This is all included within your quote and you will have peace of mind knowing that this is all taken care of for you by us. We'll also estimate what your tax bills are going to be for the next 12 months so you can plan your finances in advance, to make sure you don't pay HMRC a penny more than you have to. This service also includes preparation and online submission of your partnership tax return.

## Sole Trader - Annual Accounts

As a business owner, you are required to prepare statutory accounts and submit these to HMRC annually. This is all included within your quote and you will have peace of mind knowing that this is all taken care of for you by us.

We'll also estimate what your tax bills are going to be for the next 12 months so you can plan your finances in advance, to make sure you don't pay HMRC a penny more than you have to.

## Use of Our Address for Your Registered Office

By using our address as your company's registered office, we will receive all of the formal and legal correspondence from HMRC and Companies House, which we will deal with for you and only contact you if there is something that needs your attention.

## Confirmation Statement Service

Preparation and online submission of the Confirmation Statement to Companies House every year, giving details of the business name, registered office, company/LLP number, names of Directors/ Members, Shareholders/Shareholding details, and notification details of persons of significant control (PSC).

## Company Secretarial Service

Dealing with all Company/LLP secretarial work, including writing up and maintaining the Register and the Share Register, preparing dividend vouchers where applicable and all statutory forms for filing at Companies House; for example, appointment and resignation of directors/ members.

## Tax Investigation Protection Service

In the event of any enquiry from HMRC or the VAT man, we will be able to deal directly with the officers concerned, use our premises to meet with them (so you won't have to), and answer all of their questions on your behalf – and our fees will be paid by our insurance policy.

## Employment Law Helpline

A legal expert is only a phone call away and most importantly, the advice is free with unlimited calls, in plain English. Don't put your business at risk - the law changes constantly and the helpline ensures you have the right support, when you need it most.



## Monthly Payroll Services with Optional Auto Enrolment

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 and deadlines. As an extension of our payroll services we are also able to provide you with an auto enrolment solution to keep you compliant by dealing with all of the paperwork required to operate an occupational pension scheme for your team.

## P11Ds

If you provide benefits to your employees – cars, private medical insurance, gym membership, etc. – we will prepare

and file the annual P11D forms to HMRC for each employee who receives these types of benefits.

## PAYE Settlement Agreement

Calculation and completion of your annual PSA for the entertainment expenses, etc., that you provide for your team in the most tax- efficient way possible.

## Dedicated Client Manager

This gives you access to a dedicated Client Manager as your single point of contact for all emails, telephone calls, letters, meetings and general day-to-day queries.

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Our bookkeeping services are designed to save you time and money whilst taking the pain out of getting everything together.

## Reconciling Your Business Bank Accounts

In order to ensure you have up-to-date lists of receivables and payables, and up-to-date financial reporting, we'll log in to your Xero accounting system every month and reconcile your business bank accounts.

## Raising and Sending Your Sales Invoices

Most clients raise their own sales invoices because they want to get them to their customers as soon as possible, but if that's too much for you, then we can process them for you each month.

## Reconciling Your Sales Invoices

In order to ensure you have up-to-date lists of money owing to you so you can keep on top of your cash flow, we'll log in to your Xero accounting system every month and reconcile your sales invoices. We'll need copies of any remittance advices your customers have supplied you with so send them over to us too and we'll do the rest.

## Running Your Credit Control

Getting paid on time is critical for successful cash flow. You need to invoice sales promptly and ensure debts are chased and resolved quickly. This is something we know our clients find frustrating and time-consuming. Let our team take care of this for you. Your sales invoices will be issued on time with full and accurate details – leading to fewer queries and speedier payments. We can help you implement payment systems that eliminate late payments altogether; just ask us for the details.

## Processing Scanned Purchase Invoices

We'll set up a unique email address and arrange for all of your suppliers to send their invoices there. We'll log in monthly and post those invoices into your Xero accounting system so your payables list is always up to date, and we're ensuring up-to-date reporting.

## Scanning Paper Purchase Invoices

If you want to bring your paper invoices to us to process we'll use our scanners to scan them and then send them to a unique email address. We'll log in monthly and post

those invoices into your Xero accounting system so your payables list is always up to date, and we're ensuring up-to-date reporting.

## Preparing and Submitting VAT Returns

We will be preparing and submitting your quarterly VAT returns ongoing, meaning that you will be well aware of your VAT liabilities and able to keep the VAT man happy! We're not just filing a bunch of numbers, though, we take a five step approach to our VAT returns service:

1. Create a recurring quarterly job in our job management system so we NEVER miss a deadline and begin work on the VAT return a week after the quarter end.
2. Carry out an audit of ALL transactions for the period-check that purchase VAT has been claimed on every transaction that it should have been and, conversely, that it hasn't been claimed where it shouldn't have been.
3. Ensure that you are on the best scheme to maximise your cash flow – cash or accruals. Also keep an eye on going over the threshold at which you HAVE to move to accruals by obligation.
4. Send you notification of the amount due within 4 weeks of the quarter end, giving you 10 days' notice of the amount to be taken automatically via Direct Debit.
5. File the VAT return on time, every time.

## 6. Posting Your Monthly Wages

## Journal

In order to ensure you have up-to-date financial reporting, we'll log in to your Xero accounting system every month and post the wages journal from your payroll summary report.

## Xero (Beautiful Accounting Software)

Xero charge a monthly subscription for using their software. Rather than paying multiple invoices for Xero and accountancy, this allows you to consolidate everything into one monthly fee so you have just one payment coming out of your account each month.

## Xero Bank Feeds

Bank account transactional data automatically uploaded to Xero every day.

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## Personal Tax Returns

Preparation and online submission of your personal tax return[s], calculating your tax liabilities and advising on the payments of tax. This includes a discount for providing us with all information by 31 August; otherwise additional charges will apply.

## Accounts for Rental Properties

Completion of statements of rental income for all properties owned for year ended 5th April for inclusion in Self-Assessment tax return.

## 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. Action taken here will allow us to pro-actively plan for your wealth creation strategies, utilising your retained after tax profits.

## 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 pro-actively plan for your wealth creation strategies, utilising your retained after tax profits.

## Tax-efficient Remuneration Planning

We will advise you on the most tax-efficient remuneration packages. Action taken here will allow us to plan your wealth creation strategies, utilising your company profits and extracting them from your business efficiently for your personal use.

## Company Vehicle Tax Planning

We will carry out a planning exercise each time you consider buying a new vehicle to ensure you are aware of the most appropriate method of finance and the minimisation of tax liabilities.

## PAYE and NI Health Check

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

## VAT Health Check

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

## Pre Year-end Tax Planning Review

A lot of accountants will wait until the end of the year, when they typically tell you to make any purchases before your year end, so you can make savings on your tax. This is the most basic form of tax planning and, at that stage, is too late. We implement our Pre-Year End Tax Planning Review 2 months before your year end so we can start making a real impact and minimise the tax you have to pay.

## Advanced Tax Planning Pre Year End

We will advise you on the range of advanced tax planning opportunities available to you that have already completed our due diligence process.

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## Board Meetings

We will attend selected key business meetings as an objective and experienced resource, to help you make more of your meetings. You choose what you need from us, from silent observer to chairing the meeting, technical advisor to independent sounding board, or as a facilitator for brainstorming sessions.

## Management Accounts

Rather than a set of accounts just once a year, you receive a fully reconciled set of accounts with a report pack containing your profit and loss account, balance sheet and variance analysis to either a prior year or budget. We also include a full ratio analysis with graphical representations of the key performance indicators of your business and their trends over the last year. We also offer a Premium Management Accounts package, whereby we can include bespoke reports on any aspect of your business that you may wish to monitor from one period to the next, such as team happiness, team costs, turnover analysis, etc.

## Dedicated Client Partner

Your investment gives you access to a dedicated partner-level Client Manager. This means you have access to the highest level of experience.

## Budgets and Forecasts

We believe that every business should have a 3-year financial budget to plan where you want to be heading. This gives direction to the board and the entire team as to what the business is trying to achieve, so you are all working in sync.

We'll create, manage and update a rolling 12 month 3-way forecast of profit and loss, cashflow and balance sheet, so you always know what the future financial performance and position of the business looks like, based on what we already know today (committed sales and costs). This is about bringing the future into the present, so you can do something about it. We'll also enter that budget in to Xero so that you will have 24/7 access to your numbers and can review your budgets anytime.



Our business performance services are designed to help you measure the performance of your business and identify areas for

## **Benchmarking Your Business Against Your Local Competition**

We will carry out a detailed benchmarking review to measure the performance of your business against other businesses within your industry and geographical market. Our detailed report will highlight those areas where improvements can be made to your profitability and cash flow position. We will have a meeting to discuss our findings and help you create an action plan to focus your efforts on the areas in which you could make those improvements that would have the most significant effect on your profits.

## **Measuring Key Performance Indicators (KPIs) with a One-Page Plan**

Measure all the key things that really matter. We can produce a quarterly One-Page Plan for you. A One-Page Plan describes all the key factors behind your business's success, maps them out in a logical way and links your goals, success drivers and eventual results. It acts as an early warning system, highlighting the gaps between your actual performance and your targets, and helps you create an action plan for closing those gaps. And it will do all of this on a single A4 sheet of paper.

## **Accounting Systems Management**

We will attend your business premises and complete a comprehensive review of your accounting systems, update your numbers, and ensure that your financial accounts are accurate and fully up to date.

## **Financial Performance Report**

A detailed review of the performance of your business over the last 5 years. This detailed report will include graphs and charts to illustrate how you have performed and ratio analysis to highlight your strengths and weaknesses. The report also contains a sensitivity analysis to calculate how much more successful and profitable your business could be.

## **Annual Key Improvement Possibility Report**

Every year we will carry out a diagnostic review of your business and personal affairs to identify additional strategies that could add a significant amount of money to your business and/or personal bank accounts. We will present our findings and recommendations in a Key Improvement Possibilities report, so you will be able to refer back to, and take action on, our key advice whenever the time is right for you.

## **Business Potential In-depth Meeting**

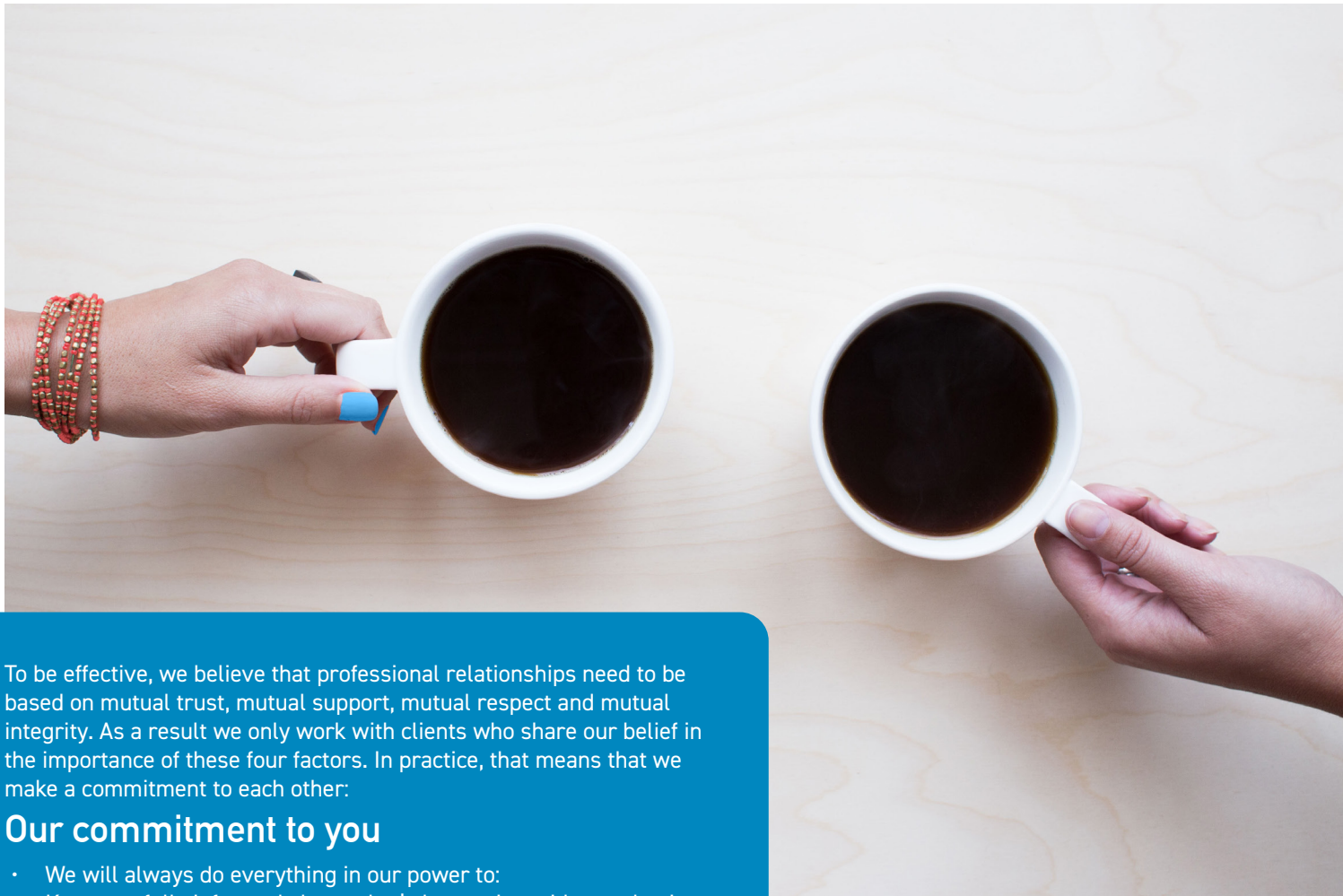
Up to a 3 hour meeting to work through our Business Potential software for your company. Using sensitivity analysis we will discuss the 6 key profit drivers in your business, calculate the potential profit improvements in each driver, calculate the potential profit improvements for all the drivers combined, and create an action plan for you to implement.

## **Creating a More Valuable Business With Systems**

Written systems are the key to building a business which is more valuable and more saleable. Not only that, they enable the business to run smoothly, freeing up the business owners and giving you a better work/life balance. We have co-funded System Builder, an online tool enabling you to keep all your systems in one place and accessible by anybody in your team (subject to your preferred access rights), from anywhere and from any mobile device. You get completely free access to this software, together with free training in how to use the software. (Note: some of our clients choose to engage us to help with creating and writing systems ... please talk to us if you would like us to help you fully systemise your business.)

## **Systemisation Support**

Our systems champion will work with you to systemise your business. We will help you to identify the key areas that would benefit from systemisation, create an action plan for you and your team to follow, and regularly review this action plan with you to ensure that systems are being written, reviewed and followed and that your whole company is benefiting from the systemisation process. We suggest that you work with us in weekly sessions as we know that this regular input from us will ensure that things happen ... but you can choose for how many weeks you want us to be involved.



To be effective, we believe that professional relationships need to be based on mutual trust, mutual support, mutual respect and mutual integrity. As a result we only work with clients who share our belief in the importance of these four factors. In practice, that means that we make a commitment to each other:

## Our commitment to you

- We will always do everything in our power to:
- Keep you fully informed about what's happening with your business, and complete every task on or ahead of time – so that you never have to chase us. Operate on the principle that a problem isn't solved, or a piece of work finished, until you are 100% delighted
- Reply to every telephone message or email within 48 hours
- Reply to every letter within 72 hours of the day we receive it
- Maintain the high standards of integrity, honesty, openness, professionalism and confidentiality that you rightly expect from us
- Refer our contacts to you where we believe they could benefit from your products and services
- Always be on the lookout for new ideas that could help you to build an even more successful business and achieve your business goals
- Do what we say we are going to do, when we say we are going to do it

## Your commitment to us

- You will always do everything in your power to:
- Maintain the high standards of integrity, honesty and openness that we rightly expect from each other
- Tell us immediately if we do anything that you are in any way unhappy with. Provide us with all the information and answers we need to carry out our work – within the mutually agreed time scales
- Reply to our requests for information or work approval in a timely manner
- Refer your contacts to us where you believe they could benefit from our help



Every business is different and is best helped by a service designed for its specific needs. Speed, efficiency, accuracy, care and attention come as standard for all our customers, and we can tailor everything else around your individual stage of growth.

Traditional accounting often misses opportunities to make a genuine difference to a business, so we have designed a service that pro-actively looks to highlight areas where we can help maximise the benefits available to you. From compliance services to strategic business advice, working with Auctus you will have all the support you need, when you need it.

To help get you started, we have shown you the typical services required by businesses at different stages of growth. All our service packages can be tailored to your needs – so if we have included something you don't need, we can take that out; likewise, if there are additional services you would benefit from, we can add those in.

Start now: which of the 5 Stages of Success does your business best fit? Now have a read of the services we recommend for your stage of growth: will these be a good fit for you?

To build the ideal package for you and your business we recommend speaking to one of our team; they can answer any questions you may have and direct you to the services that will deliver the biggest impact for your business.

**Call us on 020 8424 9755**





## Sandip Virji FCCA

Sandip started his career as a management accountant in commerce, having qualified as an ACCA. He has been in the accountancy industry over 25 years. Subsequently Sandip moved into practice and gained invaluable and vast experience to service different types of clients and established good working relationships with them.

He worked at Auctus as a client manager initially and is now back as a director!

Sandip is a keen sports person and enjoys playing badminton and volleyball and going to the gym. He enjoys socialising and travelling including doing community work.

## Ashvin Chauhan FCCA

Having qualified as an ACCA Ashvin has over 30 years of experience in the accountancy profession and specialises in Accounts and General Taxation.

Ashvin's first accountancy experience was in the advertising industry in Kenya, completing his ACCA in the UK while working part-time in the practice which he eventually took over.

His hobbies are reading, golf and badminton as well as socialising, travelling and community work.





**Auctus<sup>+</sup>**

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