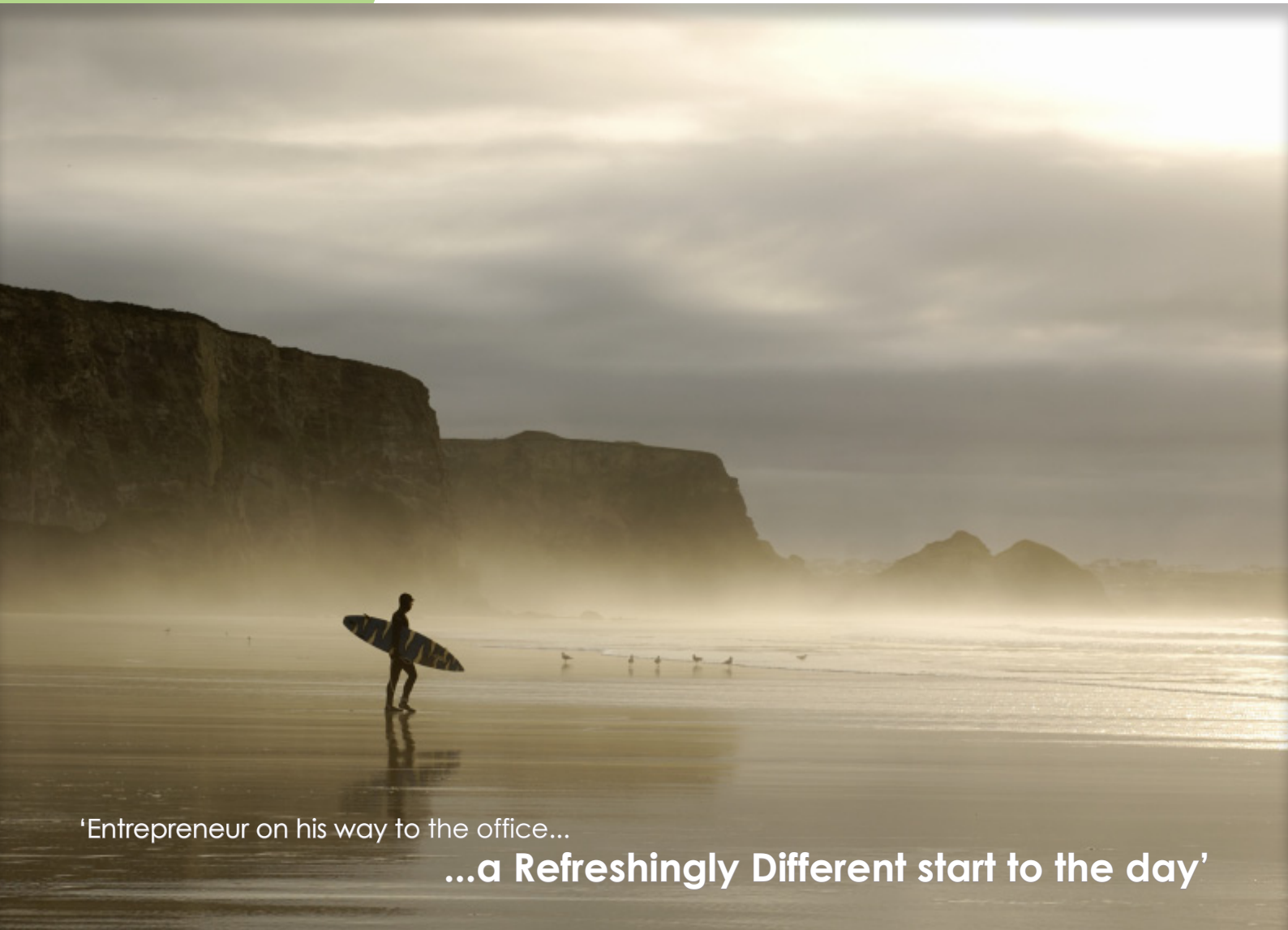


An Introduction to:

Alexander Co

Refreshingly Different Accountants!



'Entrepreneur on his way to the office...

...a Refreshingly Different start to the day'

Professional and passionate
accountants with an entrepreneurial
mind-set and a 'can-do' attitude



Dear Cornish business owner...

- Are you paying too much tax?
- Do you want your business to grow?
- Do you need help with your accounts or payroll?
- Are you starting a new business?
- Are you fed up with getting poor service from your current accountant?

If you answered 'yes' to any of these questions, **Alexander & Co CAN HELP YOU!**

You'll find more about us and the services we can offer you over the next few pages.

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Welcome!

Refreshingly different accountants

Yes, that's what it says on the cover – and that's what we believe!

In an age when most accountants are seen as boring, colourless and unresponsive, we like to think of ourselves as a little different...

Proactive, helpful and always responsive

Of course, we're highly professional too. We're business people first, trusted advisors second and accountants somewhere down the line, so if you're currently looking for a refreshingly different firm of accountants to look after you, your business, your tax affairs and your wealth, here are just a few of the many reasons why you should talk to us first:

Always available

If you need to speak to us, we'll always take your call – or call you back within two hours. And don't worry... we don't charge for phone calls or meetings.

Jargon-free

We speak plain English and never try to blind you with jargon or 'accountant-speak'.

Fixed Fees

Our 'No Surprise' Fee Policy means you can rely on our fixed price quote – 100%.

Free Business Healthcheck

Just ask – and we'll check out your business and give you a no-nonsense report on what's good, bad or indifferent about it.

Above all, we care...

We care about our clients, our team, our local community, our environment and the wider world. If that sounds a little different from your current firm of accountants, then maybe it's time you had a chat with us. You'll find we are professional, profit-focused and highly proactive. We get a real buzz out of seeing our clients become more successful - and would love to help you do the same.

We look forward to hearing from you.

Richard Alexander

Richard Alexander

Partner



Call us now on **01208 814981** or email us at info@alexanderandco.biz

"You'll find us Refreshingly Different!"

About Us

Professional and passionate accountants with an entrepreneurial mind-set and a 'can-do' attitude

We understand the 'boring' stereotype and why business owners don't have such a good opinion of accountants, but we're sure you'll find us Refreshingly Different.

After all, we're entrepreneurs too.

Everything we do is client-focused. Our services, our specialist skills, the way we interact with our clients – everything is designed to help you and your business achieve more profit, protect your wealth and pay as little tax as possible – and always delivered with professionalism and integrity.

We are dedicated to bringing you the highest level of personal service, using language you'll understand. No jargon... No nonsense.

We constantly challenge ourselves to deliver more; to compete at the highest levels and to question your ideas and opinions. We have to be on top of our game, so we can help you be at the top of yours.

We know it's an old cliché... but we do want to help you turn your dreams into reality.

If you've got the dream... we've got the expertise to help you achieve it!



Come and join us in giving back...

We make sure that we 'give back' to society by linking our leading-edge services to nearly 700 causes and projects around the world. Through our giving partners, B1G1, every time a client chooses to work with us, a child in Africa gets access to clean water for life. And every time we prepare a piece of work for you, someone else in the world will benefit, and we let you know how. Each month one of our team chooses the causes we support.

Imagine that...

When you work with us, not only does your world get better, but together we influence our world in a very special and profound way.

It's a process that inspires us; we hope it inspires you too.

If you'd like to talk to **Refreshingly Different accountants**, call us now on **01208 814981** or email us at info@alexanderandco.biz to arrange a **Free Business Healthcheck**.



Our Values

This is what we stand for...

- Honesty, trust and integrity. We never over-promise our clients or colleagues by committing ourselves to something we cannot deliver. Conversely, we never fail to do what we promise. We do not “avoid” difficult conversations. We believe in the advice we give. We respect confidences, agree clear expectations with our clients and avoid conflicts of interest. We speak up if something is wrong without fear of recrimination.
- Personal responsibility. We train our team to a high level and encourage them to achieve their maximum potential. Everyone is expected to take personal responsibility for, and ownership of, the decisions they make.
- Strong client relationships. Through the delivery of consistent and reliable high quality services which exceed our clients’ expectations we develop strong and personal client relationships.
- Mutual support and teamwork. Our team members support each other in our responsibilities and actions wherever practicable. Although we all work towards personal objectives and targets, the success of the firm is shared by all. Failure to achieve, or mistakes, are viewed as learning opportunities for everyone.

Our Corporate and Social Responsibility

Although we are a small firm we take our corporate and social responsibility seriously. We recognise we have responsibilities towards various stakeholders; our clients, our people (our team), our owners, the local community and the wider world. We are working towards making our own business sustainable by meeting our present needs without compromising the ability of future generations to meet theirs. This is really difficult, and there is so much more we can do, but we’ve made a start.

- We have implemented an electronic document filing system. This means all our records are instantly available to all team members without needing to store or print paper copies every time we wish to access those records. We aren’t paperless yet, but we’ve made a good start.
- We recycle all we can. Without local authority help, our team has become extremely creative; milk bottles and cardboard are taken home for collection. Redundant client papers are confidentially shredded before being collected for recycling.
- We generate electricity through solar panels on our office roof. This helps reduce carbon emissions and contributes to our sustainable objectives. Click the green man to see how much we are generating now (if it’s night time it won’t be much!) Alternatively, copy and paste the following url into your browser. <http://www.sunnyportal.com/Templates/PublicPage.aspx?page=f17e1fcf-956d-49c2-bb74-733442323f10>

Our partner is a director of the Wadebridge Renewable Energy Network (WREN) www.wren.uk.com

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Just some of the many ways we can help you...

We specialise in working with owner-managed businesses of varying sizes:

- If you are a start-up business, we'll help you through those difficult early years with the focus on achievable goals, cash-flow control and a steady rein on costs.
- If you run a fast-growing business, we'll be able to help you with advice on where to find the best sources of finance to support the growth, regular management accounts or expansion plans. As your business grows, we'll introduce you to some of our really innovative advanced tax planning strategies which help you keep more of your hard-earned cash.
- If you are a mature, well-established family business, we'll help you plan the future with exit or succession plans, again using advanced tax planning strategies if appropriate.

Our partner's background means that we have the experience in dealing with different sizes of business from very small to large and mature, but we never lose sight of the fact that as a client you comprise three elements, (1) the business, (2) the owners/directors and (3) your families.

We aim to support all three with any – or all – of the following services:

Tax and business compliance

Tax and business compliance services are the “bread and butter” of any accounting practice, and include:

- Accounting and compliance
- Business and corporation tax compliance
- Personal tax compliance
- Management accounts
- Payroll and PAYE
- Investigation and enquiry advice
- VAT
- Company secretarial

Our commitment is to provide you with a cost-effective service with fast turnaround. We always agree fees and a timetable with you beforehand.



Personal tax solutions

We work hand in hand with you to provide advanced personal tax strategies that offer the most appropriate solutions to achieve your personal goals. From effective remuneration planning, through pensions, wealth management and estate planning to Inheritance Tax mitigation, we find the most relevant and effective solutions that mean you pay less tax.

Business tax solutions

We offer a range of business tax advice – from comprehensive tax solutions to specific ad hoc help and advice, depending on what you need. From Corporation tax returns, to VAT investigations, and capital allowance claims to advice on company car taxes. We can help with business expansion, Research & Development Tax Credits, as well as structuring to ensure maximisation and protection of wealth and reduction of business risk.

We will keep you informed of comprehensive corporate tax planning opportunities, designed to optimise the amount of tax you save.

The Newquay Aerohub Zone

The recent announcement of the Newquay Aerohub Enterprise Zone means special tax allowances, business rate discounts, simplified planning procedures and superfast broadband links will be available to new and developing businesses in the area. Please call us on 01208 814981 for more information.

Corporate Finance solutions

Whether you are looking to start up a new business, expanding or acquiring another company, you'll probably need finance at some stage of the business cycle. We can source all forms of finance and provide help and assistance through our own business partners for:

- Acquisitions and disposals
- Mergers
- Company and share valuations
- Strategic finance and estate planning

Wealth Management solutions

We can also offer a range of tax-effective financial services to both private and corporate clients, including:

- Wills and estate planning
- Retirement Planning – Personal pensions, annuities, unsecured pensions
- Investment Portfolio Planning
- Inheritance Tax and Trusts Planning
- Mortgage Advice & Planning

We are members of a national network of like-minded independent accountants with whom we share knowledge and experiences. We have alliances with a variety of firms within this network if we need specialist help.

If you'd like to talk to **Refreshingly Different accountants**, call us now on **01208 814981** or email us at info@alexanderandco.biz to arrange a **Free Business Healthcheck**.



A refreshingly different approach to business growth

Unlike many firms of accountants, our principal focus is to help you grow.

- We understand that every business is different and offer a bespoke service that makes sure you get the best advice, when you need it, to help you **increase your profits and improve your cash flow**.
- In turn, this will **increase the value of your business** – and we'll keep checking to make sure everything is working as it should be.
- And when it comes to paying over what's due to HMRC, we will make sure your business is structured in the most advantageous way to maximise allowances to which you and your business are entitled. In most instances, this leads to **significantly reduced tax bills**. Our advanced tax planning strategies will enable us to reduce your liabilities still further.
- Each year we provide a **free Benchmarking Report** for you so you can see how your business compares with your competitors in terms of turnover, profit, margins, debt ratios etc. This invaluable information often provides the spark for business owners to become much more competitive in their focus on profitability and growth.

Whatever your position right now, we are happy to work with you to determine your business and personal goals – then put strategies in place to monitor, measure and achieve them.

If you'd like to talk to **Refreshingly Different accountants**, call us now on **01208 814981** or email us at **info@alexanderandco.biz** to arrange a **Free Business Healthcheck**.



The Benefits of Working with Alexander & Co

Fixed prices – Guaranteed!

Unlike many accountants, we believe that every business-owner has a right to know exactly how much he will be charged for the work we plan to do. That's why we stand 100% behind our promises: we give you a price – and we stick to it. You'll never be charged a penny more than the fee you were expecting.

And that's not all:

- When you need to discuss a problem, you can chat without fear that the clock is ticking. Meetings and phone calls are free and unlimited.
- Above all, you want to feel your accountants are there to help you improve your business results; pay the right amount of tax – and not a penny more - and increase and protect your personal wealth.

In short, we want you to trust us; to treat us as a reliable, experienced, friend in business who is constantly looking to help you achieve more.

In return we'll do, everything in our power to:

- Get to know you and your business so we are in a position to offer you relevant proactive advice.
- Keep you fully informed about what's happening 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 within two hours of your call
- Respond to every letter and email on 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
- And do what we say we are going to do, when we say we are going to do it

Call us now on **01208 814981**

or email us at info@alexanderandco.biz



Here's what our clients say about us...

“ If you want a firm just to churn out your annual figures and tax returns year after year, then Alexander & Co may not be the firm for you. They can of course do this, but if you want a firm who offer proactive advice, who are constantly on the lookout for ways to save you tax, including using advanced tax planning to save significant amounts of money, then Alexander & Co are your people. That's what they've done for us.”

Robin Brinckley Finance Director Partech (Electronics) Limited

“ Alexander & Co have acted for Kernow Analytical Technology Limited (KAT) and our associated companies for over 10 years. During this period, we have established a worldwide reputation for expert independent laboratory testing and as the business has grown Alexander & Co has always been on hand to provide the level and depth of service required to fulfil our changing needs.

Part of our success is due to the fact that we are a Joint Ownership Company. Our whole team has the opportunity to have a financial stake in the business. This has helped us attract and keep key people as well as obtain “buy in” to what we do. Richard was instrumental in establishing this structure which we had previously been advised was not achievable.

Having directly contributed to our development, Alexander & Co continues to play an important and integral part in KAT's ongoing success.”

Dr Neil Chilcott, Managing Director, Kernow Analytical Technology Limited

“ I find the whole team accessible, great, and quick at turning work around. It really is value for money as I don't have any of the worry – it is all with them!”

Mrs F M Finnemore

“ There is a really good team at Alexander & Co. Claire is our client manager and I'm often amazed at what she knows – doesn't matter what I ask her, she always has the answer! Absolutely switched on and really very good.”

Brian Chapman – The Jubilee Queen

“ I have worked with Alexander & Co for over 10 years. I have always been impressed with the ideas and initiative that Richard and his colleagues have come up with for helping with the smooth running of my business and saving tax. In particular, the help we received with succession planning several years ago in a really tax efficient manner was invaluable.

I am delighted with the professional and efficient way in which the whole team at Alexander & Co do things.”

Bill Frisby, Managing Director, Frisby Limited



Interested in finding out more?

Here's the next Step...

Claim your Free Business Healthcheck now!

Call us now on 01208 814981 or complete your details in the form below and submit to arrange your Alexander & Co Business Healthcheck.

It's completely FREE of charge and without obligation on your part.

What is a Business Healthcheck? It's a bit like an MOT for your car... One of our experienced professionals does a thorough review of your business, your goals and ambitions and then reports back to you. If you 'pass' and get a clean bill of health, you'll have the peace of mind that comes with knowing you're on the right track. On the other hand if there are things that need fixing, we'll tell you exactly what needs to be done. We won't hold back. Whatever we find, we'll tell you about it...

The good news is that, unlike an MOT, the Business Healthcheck is completely free of charge. From our point of view, if you are thinking about asking us to work with you, it makes sense for us to check out your business. It also gives us a chance to get to know you; what you are trying to achieve in the short and long term.

Taking the Healthcheck doesn't commit you to our services. Just see what we have to say, then decide whether you'd like us to work with you. It's a good opportunity for you to check us out and find out if you've overpaid your corporate or personal taxes (most people have!) or whether your retirement or business succession plans are on track.

Interested?

Call us now on **01208 814981** or complete your details below:

Name:

Position:

Company name:

Tel:

Email:

Website:

Please return filled in forms to,
Schooners Business Park, Bess Park Road, Wadebridge, Cornwall, PL27 6HB.

Or email a scanned copy to,
info@alexanderandco.biz





Professional and passionate accountants with an entrepreneurial mind-set and a 'can-do' attitude



Alexander & Co

www.alexanderandco.co.uk

Tel: **01208 814 981** E: info@alexanderandco.biz

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