

Your Success  
is Our Mission



We Make a World  
of Difference



Elman Wall  
Audit Tax Advisory

# Elman Wall

## Going Beyond the Numbers

### Why Choose Us?

We appreciate you have a choice.

Accounting excellence? Professional team? Technical competence? Wealth of experience? You expect all of these. As you should. Expertise matters. Numbers count.

### The Elman Wall Ethos

But our ethos is to go beyond the numbers. As an independent boutique practice, built largely on personal recommendation, our philosophy is simple – you, our client, are the centre of our universe.

It is our mission to exceed expectations by delivering a truly ‘irresistible’ service to entrepreneurial businesses, their owners and other high earning taxpayers.

### Client Charter

We realise that proof is in the practice. But as our client, we make you the following commitments:

- Full access to our Directors
- A tailor-made, not a ‘text book’ approach
- Proactive advice – not ‘checkbox’ accounting
- Dedication to delivering tangible benefits to your and/or your organisation
- Always to have your best interests at heart – a true ally
- A dedicated Account Manager – familiar with you and/or your organisation
- An integrated approach – across Audit, Tax, Wealth and Business Advisory Teams, as appropriate
- An ‘open door’ policy – you’re always welcome to drop in or call us for a chat

- No ‘surprise’ bills – pre-agreed, fair and transparent fees with no worries about a ‘running clock’

- No ‘Accountese’ – we speak to you in plain English

We look forward to demonstrating how we go beyond the numbers.

**Jonathan Wall, Managing Director**

Elman Wall is thrilled to have won both Independent Firm of the Year, Greater London and Best Employer in 2013 at the British Accountancy awards. This follows on from our success as winners in 2011 and being shortlisted as finalists in 2008, 2009 and 2012.



Elman Wall  
Audit Tax Advisory

020 7493 9595  
www.elmanwall.co.uk

## Your Business Matters

What are your biggest business challenges?

Happy with your profits?

Know where you want to go?

Not sure how to get there?

Running a business can be hugely rewarding but challenging.

At times the way forward is clear.

Sometimes you need inspiration.

That's why we are here. To support you and your team and help steer you to success.

Our Business Support Services are continually being refined in response to your needs. Whatever concerns you, you can relax knowing that help is at hand. And that we are committed to...

## Supporting Your Success

We Go Further  
& We Expand  
Your Vision

### Directors' MasterClass

Complimentary overview of duties, responsibilities & opportunities

### Sales, Acquisitions & MBOs

All you need to know

### Exit Planning

How to maximise value & reward

### Financial Director Service

Ad hoc, interim or regular help

### Board Meetings & Mentoring

Guidance & facilitation service

### Business Success Programmes

How to improve profits, performance & build personal wealth

### EW HR, People & Payroll

Supporting you & your team

### EW Business Hub

Network of Legal, Professional & other service providers

# Elman Wall Your Tax Team



We Go Deeper

## Minimising Tax for Your Business

Why pay more tax than you have to?

The last thing you want when you are creating good profits in your business is to pay unnecessary tax. The good news is you shouldn't have to.

Our Tax Team has an excellent, proven track record of saving businesses tax whilst, at the same time, reducing exposure to, and protecting them from, the Revenue.

## Planning Ahead for Profits

Forward planning is key to minimising your tax bills. So we want to understand how your current performance looks and what your long term goals are. The wealth of proven tax planning experience we expertly employ and continually update ensures your business benefits from all the latest available allowances and the expert tax planning available.

## Rewarding You & Your Team

You and your team work hard to produce profits. Our mission is to identify how to maximise the money and benefits owners, directors, shareholders and staff enjoy as a result. You may even be able to incentivise your staff and save your business tax, with no additional outlay. Just ask us.

## Employee Share Schemes

These can encourage loyalty and can help you retain valued staff. They act as an incentive or reward and may also help recruitment. We are happy to discuss the benefits, how to avoid potential pitfalls and choose the right scheme for your business.

## Minimising Your Personal Tax

What is your biggest lifetime expense? Your dream holiday? Your car? Your house? Your kids?

For most of us, almost certainly tax is! We pay tax virtually every day of our lives, even on death.

None of us want to pay more tax than we have to. But cutting through the complexity of ever changing tax legislation is a real challenge. This is where we come in.

As our Personal Tax client, you can trust that we always have your best interests at heart. We leave no stone unturned to ensure your tax is minimised, your allowances maximised and you are fully compliant with current legislation. Our proven expertise counts and frequently delivers dramatic results. And you enjoy the confidence which comes from knowing that your tax affairs are in expert hands.

## It Takes A Philosopher

Tax is neither an art nor a science. As Einstein noted on filing a tax return....

'This is too difficult for a mathematician. It takes a philosopher.'

And it's our passion.

'We always wondered whether we were receiving the best tax advice: we now know we are'

**Neil Fraser, Director,  
Blue Cube**

'Russell and his team are totally reliable in offering excellent advice and the very best of service.'

**Annie Long,  
Managing Director,  
Long Travel Ltd**


'Never has taxation been so much fun! Elman Wall's Tax Department has been a revelation'

**Graeme Mitchell,  
Managing Director,  
Brightwater Holidays**



Elman Wall  
Audit Tax Advisory

020 7493 9595  
www.elmanwall.co.uk



'Elman Wall Audits always provide valuable insights and perspectives on my business.'

**Bob Head,**  
**Managing Director,**  
**ASM Engineering Ltd**

# Elman Wall

## Your A-Team

### Why are we called the A-Team?

We used to call ourselves the Audit Team. But our clients tell us that this doesn't do us justice.

Audit and Accounts work, delivered to the highest technical and professional standard, is what you naturally expect from us. But we also recognise how important access, advice, approachability and, above all, adding value is to you. In fact, all the 'A's... beyond simple accounting. This is why our name reflects this.

### Auditing, Accounting & Adding Value

Why have an Audit?

Because you have to! As a company director, you must maintain 'true and fair' accounting records. Company law requires you to submit audited accounts annually if your turnover exceeds £6.5m\* Even if below this threshold, many businesses choose to

have an Audit. Why?

For peace of mind. To test and evaluate your systems and controls, identify weaknesses, check the directors' understanding of performance and provide credibility to stakeholders like banks and external investors.

### What's so special about an A-Team Audit?

For us, an Audit is not just a commoditised tick box exercise. We go beyond Company Law requirements because that is how we add value to your business.

### **Making the Past relevant to the Present...& the Future**

An Audit for us is not just about the past. To add value to you, we use it as the opportunity to review your present performance and proactively prepare for the future. So we ensure we have a deep understanding of you, your business and your industry. We highlight key trends and use it as the opportunity to suggest improvements designed to reduce shareholder risk and improve profitability. What's more, we frequently uncover cost savings or unclaimed income much to the delight of our clients and ourselves.

### **A Painless & Professional Process**

Your dedicated Audit Manager works closely with you to ensure your Audit is an efficient and unobtrusive process. As much work as possible is done off site. Meetings focus on performance and proactive planning.

### **Close Collaboration with the Tax Team**

As a boutique, client focused firm, we collaborate with our Tax Team, in advance, to ensure your profits are extracted with maximum tax efficiency.

### An Invaluable Relationship

We commit to deliver accounting excellence in a friendly, professional manner but the A-Team's mission is for you to view us as...

### An Asset Not An Overhead

\*Correct at time of going to press – January 2014

# Elman Wall

## Looking After You

'Elman Wall is a one-stop shop for both the business and my personal financial welfare. This works really well for me'  
**Stephen Moore,**  
Director, South Quay  
Travel and Leisure

### What Do You Want From Life?

Your passions and personal lifestyle goals are individual to you.

In business, clear goals, a well defined strategy and action plan are essential to success, supported by robust cashflow. These apply equally to life.

But in our experience, it's all too easy for busy people to get so tied up in the day to day running of their professional lives that they neglect their own personal finances. They rely on selling their business for a fortune one day, drawing continual dividends from it, bonuses or ad hoc pension contributions to fund future lifestyle plans. But, all too often, these plans for financial security have never been properly costed and are built on hope not strategy.

### Financial Planning & Investment Management

So we created our Financial Planning & Investment Management Team\* to look after you and not just your business interests. Quite simply, we ensure your finances are aligned to your goals and that your assets, whether savings, investments or pensions, are managed to achieve these goals.

### Planning Your Success

Your bespoke Personal Financial Plan acts as your blueprint for success, reflecting what's important to you, your responsibilities, current assets, timescales and appetite for risk.

### In-House Investment Management

Our highly experienced Investment Team proactively monitors and manages your portfolio in accordance with your agreed Plan.

### Peace of Mind For You

Knowing you have a clear, well-designed and managed Plan, constructed by experts, who are always on hand, provides peace of mind – allowing you to lead your life with confidence in your financial future.

### Protecting Your Business

Planning for the unexpected is not always possible but protection cover exists for obvious areas of risk and we are ready to advise you on these, for example:

#### **Shareholder Protection Insurance**

Could your business end up in the wrong hands? If a key shareholder dies, could your business find the funds to buy out their heirs or even pay your spouse if anything happens to you?

#### **Key Person Assurance**

Could your business cope with the sudden loss of a key team member? Key Person Assurance is designed for such an eventuality.

### Complimentary Consultation

Call us to arrange your no-obligation, initial consultation.

Talk to us so we can help you...

### Sleep Better at Night

**CAVENDISH WARE**  
WEALTH MANAGEMENT

\*operated by our sister firm, Cavendish Ware Ltd, a company fully authorised and regulated by the FCA.



Elman Wall  
Audit Tax Advisory

020 7493 9595  
www.elmanwall.co.uk



We Go  
the Distance

# We Go The Extra Mile

## Your FAQs

**Some of our board members think that we should go with a big name firm not a boutique practice. How do you respond to that?**

Elman Wall's founding directors left big name firms to run a specialist boutique firm offering a more personal, client focused approach. This remains our ethos today. We are committed to combining professionalism with proactive added value service. Our business clients tell us how much they appreciate the 'joined up' approach of our Audit and Tax teams and all clients enjoy the easy and regular access they have to our Directors. PLCs may need and prefer the kudos of working with big name firms. But why pay 'big boy' fees if you really don't have to.

**As London Accountants, are you more expensive than a regional accountant?**

No. We believe that we charge fairly and competitively for the high quality work we perform and the service we give. We offer fixed all-inclusive annual fees for our Audit Service, paid monthly, and upfront transparent quotes for other services. You will never receive a 'surprise' bill from us! All our clients receive unlimited telephone and email support and we are always happy to act as a sounding board for you or your business. Should any issue require the undertaking of specific extra work, advice or specialist Support Service, we will tell you in advance and agree costs.

Moreover, we frequently identify money saving opportunities for both our business and personal clients.

Why not give us the opportunity to provide you with a no obligation, proposal for your consideration?

**Do I have to use all your services or can I pick and mix as I choose?**

We can be as flexible as you like. You can consult our highly praised Tax Team on a business or personal level, with or without an Audit service, use us as Business Advisors for one-off projects, or simply become a Personal Client with our Financial Planning division. The choice is yours.

**I am worried about how I actually go about changing auditors. How hard is this to do practically?**

Very simple and straightforward. Simply advise your current auditors and leave the rest up to us. We will correspond with your previous auditors and obtain all the necessary information we need according to standard accountancy industry practice. You don't need to worry about any embarrassment or handle this yourselves.

**How long will I be tied in for if I move my annual audit to you? What fee increases might I expect annually?**

Technically you can disengage us at any time, so you are not tied in at all. However, we rarely lose clients. Fee increases will be modest, reasonable and pre-agreed with you, subject, of

course to the nature of our work remaining similar and your business structure staying the same.

**Will there be continuity in the relationship I have with the people handling my company's affairs?**

Yes. The better we know you and your business, the more we can help. All of our directors are fully accessible to you for advisory matters. And we fully appreciate the importance of continuity in day to day relationships for you at all levels. Your company's Audit will be assigned to one of our Senior Auditors and they will personally liaise and coordinate the Audit with you and your team annually. We try to send the same Audit team members into your offices each year to build up friendly and professional relationships with you and your staff. Our Tax and Financial Planning Teams take the same highly personalised approach. You will always know who is looking after you and your business and can rest assured that they are fully up to speed on all your issues at all times.

**Does it matter where we are based?**

No. We are very happy to come and talk to you wherever you are located. Although many of our clients are based within or just outside the M25 corridor, we have others located all over the UK and, indeed, some which are run from foreign shores. Located in Oxford Circus, clients from outside London often make

other business or social engagements around visits to us and, subject to availability, are welcome to use our office for their own meetings too.

**How do I know that my business affairs will remain confidential?**

As a member of the Institute of Chartered Accountants in England and Wales, Elman Wall is bound by the strictest rules of client confidentiality. You can rest assured that neither you nor your business would ever be discussed with any third party. If we breached your confidence and trust, we would have at least as much to lose as you, so we are highly mindful of this.

**How do I know that you do as you say and deliver a really good service?**

Most of our clients have come to us through word of mouth recommendation and we have worked very hard to build up the excellent reputation which we enjoy today. You can rest assured that we will do everything in our power to ensure that you are delighted with our service and we want you to become one of our industry fans. If you still have doubts, read what some of our clients have to say about us on our website.



We Open Up  
New Horizons...



# Elman Wall

Audit Tax Advisory

020 7493 9595  
[www.elmanwall.co.uk](http://www.elmanwall.co.uk)

Fax: 020 7493 8585  
Email: [info@elmanwall.co.uk](mailto:info@elmanwall.co.uk)

Postal Address  
5-7 John Prince's Street  
London  
W1G 0JN

Elman Wall is a trading name of Elman Wall Limited.  
Registered in England and Wales no: 3261197. A list of  
directors is available at our registered office, as above.

Elman Wall is registered to carry on audit work in the  
UK and is regulated for a range of investment business  
activities by the Institute of Chartered Accountants in  
England and Wales.

Photographs of Earth from Space on the cover and the back cover, courtesy of NASA



THE INSTITUTE  
OF CHARTERED  
ACCOUNTANTS  
IN ENGLAND AND WALES

