



ARE YOU GETTING THE
RIGHT
ADVICE ?

FOR QUALITY BUSINESS ADVICE
SEE A CHARTERED ACCOUNTANT

ARE YOU GETTING THE
**RIGHT
ADVICE ?**



Finance is the backbone of a business and good financial structures are essential for business growth.

Quality advice from an impartial professional can be the difference between success and failure.

This is why a Chartered Accountant can be your most useful and important business adviser.

In our research with small firms,
we found that not only are

accountants

the source of **advice**

that our respondents used the
most, they are also viewed as

providing the **most useful**

advice and having the most

significant impact

on the firm's direction.

*Professor Claire Massey,
Director, NZ Centre for SME Research,
Massey University, Wellington.*

IS YOUR ACCOUNTANT CHARTERED?



Anyone can call themselves an accountant. But only a Chartered Accountant:

- > is a member of the New Zealand Institute of Chartered Accountants
- > studied for seven years to achieve this professional qualification
- > has a professional qualification from New Zealand that is internationally recognised
- > is required to undertake on-going professional development training
- > is bound by the Institute's code of ethics and professional standards
- > must complete further requirement to offer services to the public
- > is then subject to three-yearly review of professional standards.

Only a Chartered Accountant in public practice has the standard of their work **independently assessed** every three years.

*John Gray,
Head of Practice Review – Operations,
New Zealand Institute of Chartered Accountants*

HOW CAN A CHARTERED ACCOUNTANT HELP

GROW YOUR BUSINESS ?



Chartered Accountants in public practice have the skills, knowledge and experience to improve your business practices and profits – in areas you might never have considered.

Imagine the benefits you could receive from a thorough and efficient review of gross margins, or how your debtor turnover affects your cash flow, or how much it is really costing you to support your stock levels.

Partnering with a Chartered Accountant gives you the time to focus on delivering your core business products or services, while relaxing in the knowledge that an expert is handling your finances.

Paying a Chartered Accountant

**allows me
to focus**

on other stuff that I am better at.

It has been the

best investment

inside my business this year.

*Jonathan Buckley,
Denville Properties Ltd.*

HOW WE CAN HELP YOU

Chartered Accountants in public practice can provide you with a range of services to help grow your business, including:

BUSINESS ADVISORY SERVICES

- > business plans and strategic plans
- > budgets and cash flow projections
- > financial statements and management reports
- > obtaining local or offshore finance for business development
- > financial structuring of businesses and capital requirements
- > purchase or sale of existing businesses
- > valuation of businesses and company shares
- > planning and structuring prospectuses
- > information systems
- > training courses on accounting and financial management.

TAXATION SERVICES

- > income tax planning for all business entities, companies, individuals and trusts
- > structuring business entities
- > GST and other indirect taxes
- > international tax
- > charities
- > assisting with Inland Revenue audits and disputes
- > estate planning
- > trusts and asset protection

FINANCIAL ADVISORY SERVICES

- > accounting services
- > personal financial planning
- > superannuation and retirement planning
- > investment in equities, property and fixed interest
- > business investments