



Alexander Rosse

Alexander Rosse is an accountancy practice founded in 2009 and built around the needs of its target clients. The firm was founded by a group of accountants who had all worked for major accountancy practices and wanted to bring their experience to the small and medium-sized business sector.

The firm has grown rapidly by offering exceptional standards of service, delivered by specialists using the best online tools and backed by an empathy with the small business sector. The service is delivered in a paperless way, using the world's easiest accounting package, Xero, and is priced in a clear and transparent way. The offering avoids face-to-face meetings, the paper trail and per-hour billing. It does deliver a very modern, stress-free solution that gives clients a real time view of their financial situation.

The firm has recently expanded its operational capacity and is looking to expand its client base rapidly. In order to do this, it is offering introductory commission to intermediaries who introduce vetted leads to the firm, who subsequently become fee paying clients.

The Alexander Rosse Approach

Alexander Rosse is on a mission to redesign the way accountancy services are delivered to SMEs. For years, the profession has delivered its services to clients in an archaic fashion, using outdated technology and offering little value. The firm has designed its services to eliminate some of the costly practices that add little value, such as the transmission and storage of paper, face-to-face meetings, hourly billing and out of date reporting.

Alexander Rosse advisors are all professionally qualified and have extensive experience in working with small to medium sized businesses and sole traders as well as entrepreneurs and rapid-growth companies.

Why choose Alexander Rosse?

Most accountancy practices have evolved their operating model over many years and are still working in the way they did some time ago. They are driven by their internal constraints and not by what their clients want.

We know clients have a choice. Here are a few things that set the firm apart from other accountants:

- From our research and experience, we know that not every business needs a full service accountant. If we don't think we can offer value, we will say so, because our reputation as a trusted advisor is our most important asset. That's why we have teamed up with the world's easiest accounting system – Xero – to offer a simple software solution that helps keep our clients books in order;
- We are seriously leading edge in terms of technology and its applications to make our clients' lives easier;



- Our clients have **unlimited** access to us, literally 24/7/365 through email and other communication channels;
- We don't have a call centre and we don't offshore any of our work;
- We don't use voice mail;
- We appreciate that engaging a new advisor can carry risk, so we give an **unconditional** money back guarantee in the first year you are with us;
- We have access to some of the leading tax specialists in their field;
- We are the only accounting firm that encourages our clients talk to each other.

Target Clients

There are 4.8 million SMEs in the United Kingdom, most of whom need some form of accounting and bookkeeping support. Of these, probably around a million are of the size and have the outlook that makes them Alexander Rosse clients. It is difficult to be prescriptive about the kinds of clients that fit the mould, likely clients will probably fit into the following categories:

- Established growing companies, including technology, services, marketing, retail, design, consultancy and financial services;
- Ambitious start-ups in any sector; and
- Contractors (such as freelance IT contractors, engineers, pharmacist locums, accounting professionals, architects and surveyors) using service companies.

The Referral Process

Referrers are required to assess whether targets fit the criteria for an Alexander Rosse client and whether they have an interest in appointing an accountant.

Common trigger points for a conversation with SME's about this may include:

- Unhappiness or issues with current accountants
- New start up
- Lack of a breadth of service by current accountants
- Issues with compliance around, for instance, VAT returns, Companies House filing or corporation tax returns
- Funding requirements or growth challenges
- Need for more management or financial information
- Acquisitions or mergers



All contractors are viable targets, as Alexander Rosse offers a seamless migration to a cost-effective premium service. Equally, any middle or senior manager who is considering interim, contract or freelance work, possibly as a result of redundancy, would be an attractive target.

Client Testimonials

Below are just some of many client testimonials given to the firm:

"With Alexander Rosse I am able to get support from them whenever I want."

Gopal Patel, Director, Gopal Consulting Ltd

"Having had a few issues with my last accountant, I chose Alexander Rosse because they were local and because I knew people who were already with them – I have a lot of confidence in them."

Rais Alvi, Director, Moria Consultancy Service Ltd

"Thank you for your excellent services. IT Security People Ltd is very happy with your professional approach and ongoing support. Our organisation has truly benefited with your accounting expertise. We shall be happy to recommend your accounting services to other organisations."

Urmila Pereira, Director, IT Security People Ltd

"We strongly recommend Alexander Rosse as an accounting firm. They are extremely friendly, helpful, professional and knowledgeable accountants. Switching over our accounting matters to Alexander Rosse was one of the best decisions we made last year. We are very happy and will continue doing business with them."

Jude Lobo, Director, Meprosys Ltd

"The reason why I choose Alexander Rosse was because they work in the same way that I want to work."

Stephen Pollard, Director, Titanium Fire Ltd

"Alexander Rosse has a business model similar to ours, where simplicity is a key feature. People and business tend to over complicate things, which does not add value."

Pontus Noren, Co-founder and Director, Cloudreach Ltd – One of the first IT companies to serve cloud computing technology



FAQ's

How will this work in practice?

You will be given a simple "prospect requests accountant" form to fill in. Alexander Rosse will contact the prospect regarding our accountancy and tax services. Once we have established they are suitable for our services and they have passed through the necessary money laundering regulations and other formalities they will be taken on as an Alexander Rosse client.

How long would this process take?

Sign up can take anything between 1 hour to 2 weeks. It all depends on the speed with which the prospect is willing to move. We will send you an update at the end of each week to notify you of progress for each prospect

How will the commission share work in practice?

Once they have become a client, we will send you details of the total commission share due to you in order for you or your finance department to raise an invoice.

Our clients already have an accountant - why would they change to you?

Ask them the question - has your accountant truly added any value to them? Have they saved them more money than they have charged? If they are unable to respond with a clear 'yes', there is a strong likelihood that the answer is 'no'. If they do decide to move over to us, we will make sure the switch is incredibly easy. Our approach ensures that we understand their individual needs, are familiar with the accounting procedures and progress their business without disruption.

It all seems too high tech?

The technology we use makes our clients lives so much easier - they have us at the end of the phone, face to face or email. As their accountants, we will have access to information in real time and will work with them to advice and correct omissions or errors.

What about online security?

We take this subject extremely seriously and have taken the necessary steps to keep our clients data secure. So, for example, we make sure they do not have to share login details with any other user. Organisations which sign up to the accounting software can have an unlimited number of users, so there is no reason to share login details.

Are back up files kept?

Yes. All your information is backed up in three separate locations around the world

Are you regulated?

Yes, we are regulated by the Institute of Chartered Accountants in England and Wales (ICAEW) for a range of investment business activities.



Contact Us

Contact Alexander Rosse on 01908 395 900 or email us at info@alexanderrosse.co.uk . As an alternative to the above, you can, of course, write to us at 10 Linford Forum, Rockingham Drive, Linford Wood, Milton Keynes, MK14 6LY.