



## Welcome to Alexander Rosse

Thank you for your interest in Alexander Rosse. Alexander Rosse is a modern accountancy practice built around its target clients. We service the small to medium size business and sole traders as well as the entrepreneurial and rapid- growth companies. We use the world's leading accounting package to provide an exceptional service to clients.

Alexander Rosse is a highly regarded firm of Chartered Accountants and business Advisors authorised by the Institute of Chartered Accountants for England and Wales ("ICAEW" Firm number: C002613748) and regulated to carry out a range of investment business activities through our Designed Professional Body ("DFB" License number: C001152841)

We appreciate that our clients are busy and their world does not revolve around their accountant, so we are contactable 24/7/365 via email, telephone, Skype or post. We do not need you to come and visit us and we don't like to move bits of paper around, so you are able to input your data straight into our web-based accounting package, Xero.

### Software

Xero is the world's easiest accounting package. It is web based and therefore the package and your data is accessible from anywhere, both by us and by you. You do not have to post your receipts to us and we don't charge you for storing bits of paper. Your data is backed up and held securely.

### The Alexander Rosse Approach

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 For years, the profession has delivered its services to clients in an archaic fashion, using outdated technology and offering little value.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that add little value, such as the transmission and storage of paper, face-to-face meetings, hourly billing and out of date reporting.

### Efficient accounting tailored to your needs

Using techniques that stand head and shoulders above the rest, Alexander Rosse refines an accounting package around each individual's business needs. Wherever you are in the world Alexander Rosse brings your accounts and you accountant to your screen simultaneously.

Please refer to the matrix of responsibilities chart that explains what is covered by our services and the options available to you. **If you require a service different to the standard options below, please feel free to contact us to discuss a package specific to your business needs.**



Area	Detail	Client	Alexander Rosse
Book keeping	Data entry of Purchase Invoices on Xero	✓	○
	Data entry review of Purchase invoices		✓
	Inputting Sales into Xero	✓	○
	Reviewing Sales entries		✓
	Raise data entry queries		✓
	Respond to data entry queries	✓	
Accounting	Bank Transactions "matching"	✓	○
	Bank Transactions "matching" & "creating"	✓	○
	Respond to bank transaction entries	✓	
	Bank Reconciliations	✓	✓
	Bank transactions review and feedback		✓
	Prepayments / Accruals		✓
	Review of prepayments / accruals	✓	✓
	Reconciliation and review of all accounts		✓
	Stock takes (if applicable)	✓	
	Tax Administration including tax reminders and payments to be made to the Inland Revenue		✓
Payroll	Supply information for payroll	✓	
	Processing of payroll		✓
	Payment of payroll to staff	✓	
	Dealing with queries from staff	✓	○
	All year end Payroll matters (P35's / P11D's etc.)		✓
VAT	VAT returns & general VAT advice		✓
	Specialist VAT and ad hoc queries		○
Year end	Complete Annual Financial Statements		✓
	Complete Abbreviated Financial Statements		✓
	Chartered Accountants' Report		✓
	Income Tax Returns		✓
	Companies House - annual returns and filing of abbreviated accounts		✓
	Dividend calculations		✓
	Corporation tax computations		✓

Area	Detail	Client	Alexander Rosse
Training	Chart of accounts modifications / advice on Xero		✓
	Initial training on use of Xero software		✓
	Ad hoc training on Xero		○
Set up on Xero	Supply of data records and entries from current book keeping software	✓	
	Move books and records over onto Xero		✓
Management reporting	Quarterly Management reporting		✓
	Monthly Management reporting		○
	CFO services		○
Meetings with directors/managers	Face to Face half yearly meetings		✓
	Monthly/Quarterly meetings		○
	Ad hoc meetings		○
Access to directors/staff	Unlimited telephone and email support. Email acknowledged within 4 working hours		✓
	Access to directors on compliance issues		✓
	Ad hoc/ Skype calls etc		✓
Other services	Salary level advice		✓
	Monthly Newsletters		✓
	Monthly updates		✓
	Access to client portal and community		✓
	Client only access to website and help sheets		✓
Tax coverage	Tax Investigation Coverage		✓

○ Optional Services



## Trust

We know that relationships are based on trust and by joining us, you are taking a risk in our ability to deliver. In order to make it easier, we offer a full 365 day money back guarantee. If for any reason you are not happy with our service at any time in the first year, we will refund you the full fee for the year, so there is no risk for you.

## 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.



## 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**

## Contact Us

Contact Alexander Rosse on 01908 395 900 or email us at [info@alexanderrosse.co.uk](mailto:info@alexanderrosse.co.uk) to discuss whether we can help you. 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.