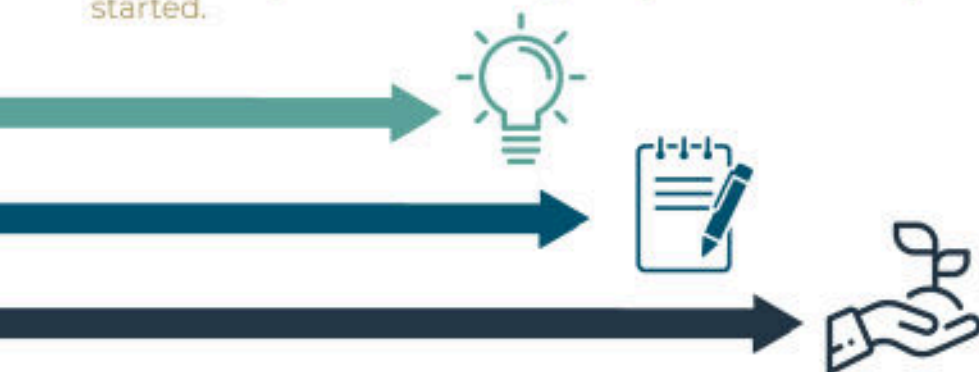


Get Up & Grow™



New business? Let us guide you...

Starting a new business is both an exciting and challenging process. You're buzzing with ideas, there aren't enough hours in the day and you can't wait to get started.



At Perrys we love working with businesses of all sizes, from start-ups through to blue-chip brands. But we know from experience that as a start-up business you need a bespoke service and more hand holding than an established business, especially in those early months of trading.

That's why we offer a special programme for start-up businesses like yours. As part of our 'Get Up & Grow™' service you will benefit from:

A complimentary 'Get up and Grow™' meeting - find out what we cover at this meeting overleaf. Ideal for those about to start out in business or for new businesses that need a little more support.



How to book your complimentary **Get Up & Grow™** meeting

You can contact the Perrys branch closest to where you live or where your business is based, whichever you prefer. Details of all branches are available on our website. Please email your nearest branch and we will be happy to set up a meeting or alternatively you can arrange an online meeting if it is more convenient.

There has never been a better time to get your accounts and bookkeeping off to a flying start - so get in touch today!

Perrys
CHARTERED ACCOUNTANTS

Exceptional as Standard



What will be covered in your Get Up & Grow™ meeting?

Well firstly, we will take the time to speak to you in a way you will understand and not use 'technical jargon'. You are not obliged to use our services, but hopefully we will be at the top of your list when choosing an advisor.

Look at this meeting as an opportunity for you to learn lots of useful information with regards to accounts, bookkeeping and more. We provide you with some great tips and advice to help you get started. Just in case you're wondering why we offer this initial meeting at no charge - for us, this meeting is an opportunity to demonstrate how we work with start-up businesses, what makes us different from many other accountancy practices and of course, build a positive relationship with you.

-Learn lots of useful and essential information

-We'll get to meet you and hopefully when you are choosing an accountant, we'll be at the top of your list

Under discussion will be...

1. You and Your Business - We'll talk about your background and experiences, what inspired you to launch your business, the ambitions you have for it and plans in place to develop it. Have you chosen a name? What are your ideas and thoughts?

2. Business Structure - We can talk you through the options - what each one means, and which may be best suited to you, these include: sole trader, partnership, LLP or limited company. We will outline the pro's and con's of each, the benefits, tax savings and costs, and other factors which may be relevant to your customers and suppliers.

3. Tax - We'll look at rates of tax and possibly National Insurance that will be due, discuss options on salary, dividends and benefits from the business, the timings of tax payments and the need to put tax money aside in the interim. We can provide an approximate forecast of your tax liability, so from the outset you can put money aside to avoid a shock when you get your tax bill.



4. Bookkeeping and Records - We'll tell you what records you need to maintain and discuss the bookkeeping options available to suit your budget. We'll explain why the business needs a separate bank account and how you should be recording all income and expenses. We will also discuss Making Tax Digital (MTD) - which is a change in the way individuals and businesses are expected to report and pay tax. It is designed to make it easier for you to keep on top of your affairs and for HMRC to receive information more regularly.

5. Savings and Reliefs - Usually the most popular part of the session! We'll identify tax planning opportunities and show you how to structure your affairs so they are cost efficient too. We'll discuss whether the business needs to be registered for VAT or for the Construction Industry Scheme, if a payroll scheme is required and any reliefs available for these.

6. Resources - We can also discuss if you have the right business resources around you, for example suppliers, banking or legal assistance, whether the business has sufficient resources to grow, or if outsourcing certain parts of the business would be beneficial.

7. Marketing - We'll talk about your existing and target customers, your current marketing plans, the networking and advertising options to gain more business and the need to monitor the effectiveness of these.

8. Funding - Some start-up businesses need funding. If yours does, we can talk about the need for a basic business plan and share our links with local banks or trusted contacts that can assist you with arranging finance. We can also assist with putting together cashflows and forecasts to help with this.

9. Goals and What Next - We will discuss what your short- and long-term plans and goals are and even your possible exit strategy from the business, as this can also be important at the early planning stage.

10. About Perrys - Of course you need to know about us too - how we are structured as a Practice with specialists in each local branch. We'll let you know how we work with start-up businesses, how our range of services will benefit your business and provide information on our fixed fee structure. As a client you will benefit from having not only a local team on hand to guide you, but also access to all specialists within Perrys as your business and accountancy needs grow. We look forward to being part of your team and of your businesses' success!

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