



**BALLOON ACCOUNTING**

*Taking away the  
hassle of doing  
the books...*



*Your Cloud Accounting Solution for  
Making Tax Digital*



**BALLOON ACCOUNTING**

**Digital and Traditional Accountants**

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## Working with You

It's not all about crunching the numbers. Yes that's important but achieving what is best for you is our priority and we work tirelessly to make sure we achieve it.

We understand that some businesses are up with the latest technology and some not so. We will work with all types of business and this is the reason why we are Digital and Traditional Accountants. Even if HMRC make you come kicking and screaming into the digital world we will be there to hold your hand and make sure everything goes smoothly with the transition.

We tailor our services to you, our client and look for ways for your business to reach its potential. We are not a big firm but that's the key to our success, that personal dedicated service where you are really valued.

We very much hope that what follows gives you the confidence to engage us as your Accountants and trusted advisers.

Work with us at Balloon Accounting and let's take your business to new heights.

Balloon Accounting are Certified Practising Accountants and proud members of the ICPA



**BALLOON ACCOUNTING**

Balloon Accounting is the trading name of Independent Taxation and Web Services Limited a Company registered in England and Wales. Company Number 11387677



BALLOON ACCOUNTING

## PAPERWORK AND ACCOUNTS ARE A NECESSARY EVIL...

Let's face it every business owner hates bookkeeping and paperwork. Unfortunately it has to be done and it has to be done in a certain way otherwise the taxman will be on your back. It's also difficult. That's why there are bookkeepers and a professional institute.

And because everyone hates bookkeeping you would rather be out there making money from your business, doing what you're good at and therefore the record keeping gets left until the evenings or the weekends. Yet shouldn't weekends and evenings be spent enjoying yourself, playing with the kids or spending time with friends and family ?

For many businesses their accounts are produced typically 3 to 6 months after the year-end and are so out of date by then they are useless as a management tool for decision making. So they're viewed as a cost which is unavoidable. They have to be produced to enable you to report income to the tax authorities and if you trade through a Limited Company, Partnership, Sole Trader or some other entity, you must file statutory accounts with HMRC and / or Companies House. To say nothing of penalties if they are submitted late.

So this is the bottom line...

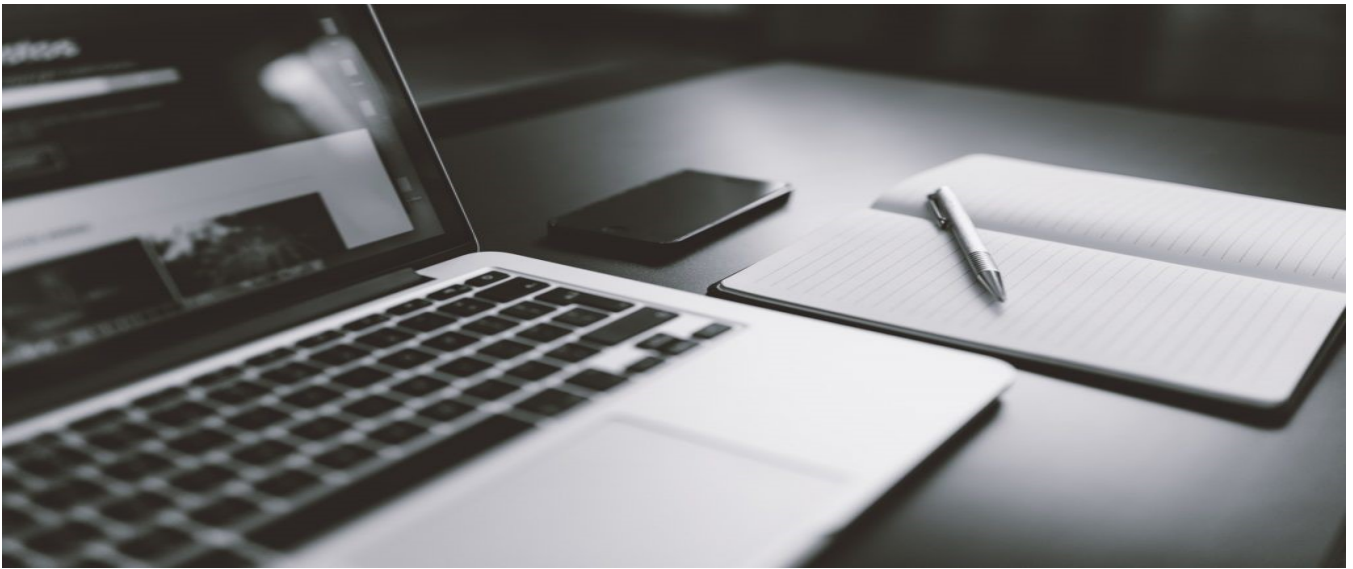
You have to produce fully compliant year end accounts by law and we might as well do the job properly and turn what is normally seen as a necessary evil into what financial statements should be – the core management tool for every business. A management tool which reports the current health of your business and aids decision making so you build a great business.

Add to this the fact that HMRC have introduced Making Tax Digital (MTD) and changed the way all businesses and landlords will have to keep records and you can see why the move to a cloud based accounting record package is so important.

With cloud accounting you get a real time information system which means we can help you with important business advice throughout the year.

Our Cloud Accounting solution offers a range of packages so you can choose the level of support that is best for you.





## The benefit of a real time

*“You can access your numbers with your smartphone or tablet”*

We use an industry leading cloud accounting system giving you instant access to information in real time. This means you benefit from:

- 1. 24/7 access to up to date financial information** and reports from any device with an internet connection (you can access your numbers with your smartphone or tablet),
- 2. Being able to sleep at night** knowing your sensitive financial data is always secure and backed-up automatically,
- 3. No system downtime** because all software upgrades are automatically installed. This worry free maintenance saves you time and hassle,
- 4. Keeps accountancy fees as low as possible** because it makes it easier for us to produce end of year accounts.
- 5. Since we can access your data 24/7** you get more value from us – we can help you run and grow your business rather than just adding up the numbers.

### **For business owners that want to keep the records...**

A cloud accounting system will make your life so much easier and we can help you choose the right one to meet your needs. You can then maintain your records safe in the knowledge that they will meet all the requirements of HMRC's Making Tax Digital initiative and provide live data to help you grow your business.

### **For business owners who hate bookkeeping...**

One of the things some of our clients love about our “Premium Plus” and “Premium” cloud accounting bookkeeping service is this; once we've completed your bookkeeping and paperwork for the year we prepare your end of year accounts completely free of charge. So what does it all cost?

### **A silly way to price**

Most Accountants will quote you an hourly rate. We think that's unfair. Firstly, an hourly rate means you have no idea how long the job will take and therefore how much it will cost you until after the work is completed. Secondly, if mistakes are made or the work takes longer then you would pay more. That doesn't seem right to us... it's certainly not fair.

So what we do is give a fixed price (based on your particular circumstances and what you want). That way you can budget and plan. And if we are slow and the work takes longer that's our problem not yours.

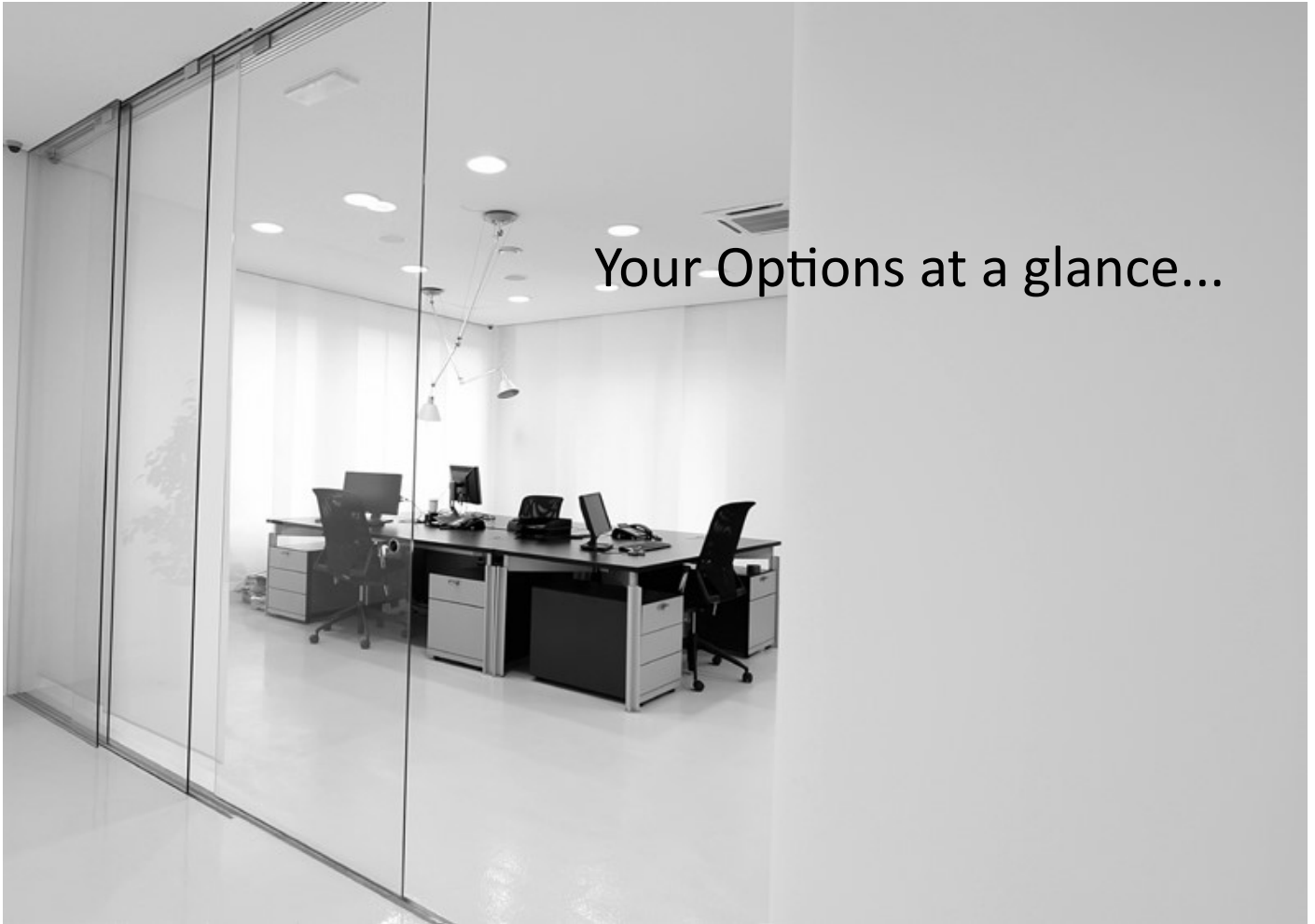
# Real time accounts that put management information at your fingertips

By using an industry leading cloud accounting system you get instant access to the information you really need in real time. So you will be in complete control of your numbers and your business.

Here are just some of the many benefits:

- 24/7 access to up to date financial information and reports from any device with an internet connection (you can access your numbers with your smartphone or tablet).
- Up to date – Real time accounting means your records are always completely up to date making it easier for you to make the right decisions.
- Business support – Since we can access your data 24/7 you get more value from us – we can help you run and grow your business rather than just add up the numbers. We can support you with your key decisions.
- Easier invoicing – Fast, simple customised sales invoicing will make your life simpler. And the facility for emailing of invoices, with the option to attach a statement at the same time makes it so easy to manage your sales and get paid quicker.
- Quicker cash collection – The system allows you to embody payment methods into your Invoicing. For example, click and pay to drive quick collection of your debts. It makes it so much easier for you to get paid, reducing bad debts and slow payers and putting more cash in your bank account. You can also chase debtors whilst you're on the go.
- Automatic processing – Your bank accounts can feed directly into the system, which keeps your accounts up to date and fully reconciled to the bank... this feature will save you a significant amount of time.
- Financial dashboard – One of the most popular features is the “Financial Dashboard” screen showing you the key financial information you need to run your business.
- Instant reports – At the touch of a button you can get instant reports on your business
- Security – Being able to sleep at night knowing your sensitive financial data is always secure and backed-up automatically.
- Maintenance free – No system downtime because all software upgrades are automatically installed. This worry-free maintenance saves you time and hassle.
- Lower professional fees – Keeping your accountancy fees down because it makes it easier for us to produce end of year accounts.
- Software that keeps improving with regular updates and new features





Your Options at a glance...

## OUR PACKAGES

Here is a brief overview of our packages.

Whatever your business you will find one of our Cloud Accounting packages to suit your needs.

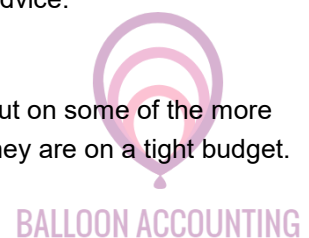
The table below summarises what is included within each of our Cloud Accounting solutions.

To help you identify the best option for you here is a quick overview:

**Premium Plus Package** – This is the best option for ambitious business owners who want comprehensive support and advice to help them build a truly successful business, maximise their income and wealth, and minimise their tax bills.

**Premium Package** – This option is for those who don't want comprehensive support and help, but do nevertheless want more than just accounts. It includes business and tax planning advice.

**Essential Accounting** – This option is for those who are happy to miss out on some of the more valuable input from us, and instead only receive the essential elements, because they are on a tight budget.





### PREMIUM PLUS PACKAGE

This is the best option for ambitious business owners who want comprehensive support and advice to help them build a truly successful business.



### PREMIUM PACKAGE

This option is for those that don't want or need comprehensive support and help but want more than just accounts. It includes tax planning advice.



### ESSENTIAL PACKAGE

This option is for those who are happy to miss out on the more valuable input and instead only receive the essential elements because they are on a tight budget.

	PREMIUM PLUS PACKAGE	PREMIUM PACKAGE	ESSENTIAL PACKAGE
<b>You do the record keeping</b>			
Supply of cloud accounting software (recommended)	✓	✓	✓
Advance preparation	✓	✓	✓
Critical checks and balances	✓	✓	✓
Full check of all postings to key sales and purchase ledgers	✓	✓	✓
Reconciliation of all bank accounts where full information provided	✓	✓	✓
Reconciliation of credit cards where full information provided	✓	✓	✓
Full check of payroll journal entries (where applicable)	✓	✓	✓
Preparation of your fully compliant statutory annual accounts	✓	✓	✓
Annual accounts guaranteed to be completed (from your go-ahead) in:	2 weeks	4 weeks	10 weeks
Preparation of your business tax computations and returns	✓	✓	✓
Online submission of your Tax Return	✓	✓	✓
Full self-assessment tax calculations and tax summary for key dates	✓	✓	✓
Accounting records quality advice	✓	✓	✓
Unlimited free ad hoc advice	Free	Free	Free
Unlimited email and telephone support	Free	Free	Free
Post year-end annual accounts finalisation meeting / conversation	✓	✓	✗
Comprehensive pre year-end tax planning	✓	✓	✗
PAYE/NIC and VAT health checks	✓	✓	✗
Quarterly business strategy meetings	✓	✗	✗
Financial report	✓	✗	✗
Annual review of your business goals	✓	✗	✗
Tax enquiry support	Optional	Optional	Optional
Free Balloon Accounting App	✓	✓	✓
Monthly payment of our my fees making it easier for your budget	✓	✓	✓



### PREMIUM PLUS PACKAGE

This is the best option for busy business owners who want the maximum out of their cloud system and have key live data so they can make the decisions.



### PREMIUM PACKAGE

This is our most popular option to help you manage your business and provide some tax planning advice along the way.



### ESSENTIAL PACKAGE

This option is best for those business owners who are simply looking to get the basic entries done to ensure compliance with HM Revenue

	PREMIUM PLUS PACKAGE	PREMIUM PACKAGE	ESSENTIAL PACKAGE
<b>We do the record keeping</b>			
Supply of cloud accounting software	✓	✓	✓
Bookkeeping on a Monthly, Quarterly or bi-annual basis (as you choose)	✓	✓	✓
Posting all business bank transactions	✓	✓	✓
Completing the monthly bank reconciliations	✓	✓	✓
Posting purchase invoices, expenses and cash transactions	✓	✓	✓
Credit card transactions and reconciliations	✓	✓	✓
Completion of the monthly sales and purchase ledger reconciliations	✓	✓	✓
Completion of the monthly VAT reconciliation	✓	✓	✓
Completion of payroll journals	✓	✓	✓
Precision accounting with accruals and prepayments	✓	✓	✓
Foreign currency transaction adjustments	✓	✓	✓
Maximise your tax deductions	✓	✓	✓
Unlimited email and telephone support	Free	Free	Free
Unlimited free ad hoc advice	Free	Free	Free
PAYE/NIC and VAT health checks	✓	✓	✓
Preparation of your statutory annual accounts	✓	✓	✓
Full self assessment tax calculations and tax summary for key dates	✓	✓	✓
Post year-end annual accounts finalisation meeting / conversation	✓	✓	✗
Maintain your fixed asset register	✓	✓	✗
Completion of VAT returns (if applicable)	✓	✓	✗
Debtor monitoring	✓	✓	✗
Expense monitoring (if applicable)	Unlimited	5 key expenses	✗
Financial report	✓	✗	✗
Quarterly business strategy meeting	✓	✗	✗
Annual review of your business goals	✓	✗	✗
Enhanced credit control	✓	✗	✗
Tax enquiry support	Optional	Optional	Optional
Free Balloon Accounting App	✓	✓	✓
Monthly payment of our my fees making it easier for your budget	✓	✓	✓



# HOW YOU BENEFIT FROM OUR CLOUD ACCOUNTING SOLUTION

## Essential accounting package

Here is what you can expect with our Essential Package.

**Your Essential Package** includes the things you need to do to comply with the HM Revenue and Customs and the Companies Act if applicable. We set out below exactly what we will do.

Note: We will complete all of this within a few weeks of your financial year-end, subject to you providing all the information we require.

### Your free real time information system:

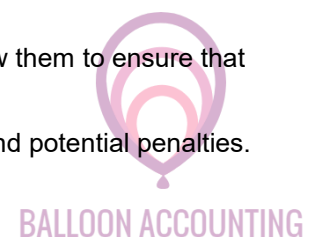
**Supply of cloud accounting software.** We use an industry-leading cloud accounting system giving you instant access to information in real time. Cloud accounting software companies often charge a monthly subscription for using their system but as part of our Cloud Accounting packages we pay this on your behalf, which means you get all the benefits of a real time accounting system listed above.

**Note:** If you do not have a real time information system we can set you up with the most appropriate for your needs.

### Advance preparation

Our work actually starts long before we begin work on your accounts. We want to ensure that you don't fall foul of any penalties from non-compliance with tax and company laws. And so it is really important to keep reminding you of upcoming deadlines and aspects of compliance at all times. These will include:

- **Helping you to keep good records** and making you aware of the things you should be keeping by providing you with advice and checklists. Keeping fully compliant, accurate records will help you avoid enquiries and penalties from HM Revenue and Customs.
- **Prompting you to provide exactly what we need** to complete your accounts. Making you aware of what to submit (and why) will ensure that work (accounts, tax returns etc.) is done as quickly as possible, with as little effort on your part as possible. We want to make it as hassle free for you as possible.
- **We will write to you well ahead** of your year-end to remind you of some key things we will require. This may include planning around expenditure and ensuring tax relief is given at the earliest date to ensure the least amount of tax is paid.
- **If you have not submitted your information** by a pre-agreed date, we will contact you once again to remind you to provide your records.
- **After the submission of your details**, we will log your records in and review them to ensure that we have everything we need. We will contact you for anything missing.
- **At all times, we will make you aware** of your legal obligations, deadlines and potential penalties.



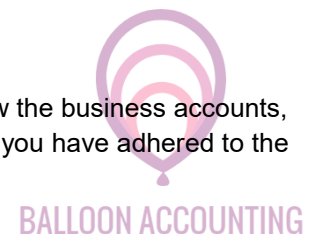
# HOW YOU BENEFIT FROM OUR CLOUD ACCOUNTING SOLUTION

## Essential accounting package

### Critical checks and balances

Whilst we are preparing your statutory financial statements we will also:

- **Reconcile your bank statements** and cash records where possible to make sure you have claimed every penny of expenses you are entitled to against your tax bill and declared all your sources of income.
- **Reconcile your sales ledger** to confirm that you are not owed any money that you are not aware of. We review the 'aged debtors' to see if they are in accordance with your payment terms. If not, we will make recommendations about ways to help with collecting debts or suggest ways to obtain payments through other means (e.g. direct debit or factoring).
- **Check that you have not missed any sales invoices.** This ensures that your sales are complete. This is important because HM Revenue & Customs look for incomplete sales and the penalties can be very severe. These checks also ensure that your customers have paid everything you are due..
- **Reconcile your purchase ledger** to make sure that you are not overpaying suppliers or paying them too soon, and to ensure the completeness of your purchase invoices.
- **Reconcile your VAT accounts** to make sure you have claimed every penny of input VAT you are entitled to and not overpaid output VAT. As part of this reconciliation we will check to see if there is a VAT scheme, which may be beneficial to you. We will also make sure that you have properly declared your VAT and paid across the correct payments reducing your risk of penalties.
- **Make sure that all your payments** of PAYE and NIC the time limits are adhered to.
- **Check every balance sheet entry** again to monitor whether all of your assets are real and correctly valued.
- **Reconcile loan accounts** so that the business owners know exactly what money they owe or are owed.
- **Carry out an analytical review** and a ratio analysis, which help to ensure that the figures make sense (including making sure that the expenses are correct in proportion to the income). This helps to minimise the risk of an enquiry from HM Revenue & Customs.
- **Complete a review of any stock or work in progress** to clarify that none of your money is locked up unnecessarily.
- **Review your fixed asset register where it exists** (including a check that the assets still exist, i.e. assets are still owned or if it has been disposed of or scrapped). This helps us to ensure your claim for capital allowances is maximised, which again will ensure that you pay the minimum legal amount of tax.
- **Review in-year payments** and those for the following year (to get the numbers right and minimise the taxable profit). In other words, it is really important to ensure that expenditure claimed falls into the correct year (the tax rules for this are very complex). Again, we are looking to ensure that you claim everything you are legally entitled to.
- **Identify any business expenses** that you may not know that you have paid.
- **Before finalising a set of accounts**, go through detailed checklists to review the business accounts, which covers everything required by law, with a special emphasis on ensuring you have adhered to the strict guidelines and regulations for the completion of accounts.



# HOW YOU BENEFIT FROM OUR CLOUD

## ACCOUNTING SOLUTION

### **Preparation of your fully compliant statutory accounts**

Prepare your statutory financial statements so that you meet all of your statutory obligations with HM Revenue and Customs and Companies House regarding your financial information. This means you do not need to worry about penalties.

Remember: We will complete all of this within 10 weeks of your financial year end, subject to you providing all the information we require.

### **Your tax obligations:**

Preparation of your business tax computations and returns. UK tax legislation is extremely complex and not every item of expenditure is allowable for tax purposes. It is a requirement to carry out detailed tax computations to enable you to correctly disclose your taxable income – which is not the same as the profits shown by your accounts – and claim those items of expenditure to which you are entitled to.

Once we have completed the detailed tax computations we will, where applicable, prepare and submit the business Self-Assessment return so that you meet all of your filing obligations with HM Revenue and Customs regarding your business tax returns. This means you do not need to worry about late filing penalties.

### **Tax Enquiry Support (if chosen)**

Self-Assessment is upon us, for Companies now as well as individuals.

HM Revenue and Customs can select individuals or businesses on a random basis, without explanation, and can pursue a detailed and thorough investigation of their business (and this usually extends to their personal lives).

The vast majority of investigations will continue to have nothing whatsoever to do with fraud or negligence; minor year to year fluctuations in results may be enough to trigger a full enquiry.

### **Accounting records quality report**

We want to help you get the most out of your accounting systems. So, we will let you know of any weaknesses, the consequences and our suggestions on how to improve them.

### **Post year end annual accounts finalisation**

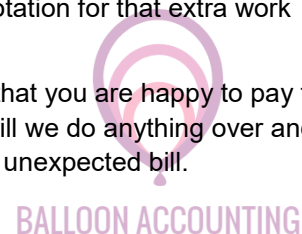
We will undertake a post year end review and let you know of any issues we notice when preparing your accounts and advise you.

### **Unlimited free ad hoc advice**

Your fixed price Cloud Accounting package is fully inclusive of unlimited access to advice on ad-hoc matters. This means that you can call on us at any time knowing that you will never be charged for our time or advice. So we hope you will feel free to speak to us whenever you need to, without ever having to worry about the cost.

Of course, if the issues raised at any of these unlimited free consultations (or anywhere else) require research or analysis beyond the consultation, we will give you a fixed price quotation for that extra work before any additional work is started.

Only if you agree by email or sign an “Extra Work Order” (or EWO) to confirm that you are happy to pay for the extra work, on the mutually acceptable terms set out in the email / EWO, will we do anything over and above the work specifically listed above. This means that you will never get an unexpected bill.



# The following benefits are part of our

## Premium accounting package:

In addition to the services you receive with our Essential Package you also get...

### Comprehensive pre year end tax planning...

... **helping you pay not a penny more** than your fair share of tax. One of the biggest outgoings you will have in business is your tax bill. That is why we specialise in helping our clients plan their tax affairs so that you don't give the tax man a penny more than your fair share of what you've earned.

Each year we will carry out detailed and comprehensive tax planning reviews BEFORE your accounting year end to ensure that you pay not a penny more than your fair share.

These will include:

- Tax planning for your business so that you keep more of your hard earned cash.
- Tax planning in respect of your employees, including tax efficient remuneration strategies. This will both save the business money and create a happier team.
- Personal tax planning, including the very best way to extract cash and profits from your business.

### Post year end annual accounts finalisation meeting / conversation

We will arrange a post year end meeting or conversation with you regarding the accounts and tax liabilities.

### PAYE/NI and VAT health checks...

... **helping you to keep on the right side of the legislation**. Even innocent mistakes in your VAT or payroll records can lead to substantial interest and penalties following a visit from HM Revenue and Customs or Contributions Agency.

We will provide a detailed review of your VAT and payroll records, to ensure that you are complying with all the current legislation.

# The following benefits are part of our

## Premium Plus accounting package

In addition to the services you receive with our Essential and Premium Package you also get...

### Quarterly business strategy meetings

**It has been said that the key to success** is to "Sit down on a regular basis with a numerate outsider to focus on the things that really matter". So as numerate outsiders, we will sit down with you once a quarter for a business strategy meeting to help you focus on the things that really matter in your business. Specifically that means that together we will:

- Review the business's performance
- Understand what is working well, and what isn't
- Identify issues and opportunities
- Use all the evidence, insights and analysis to make better decisions
- Update your action plan so the business keeps moving towards its goals



# The following benefits are part of our Premium Plus accounting package cont...

## Beyond the Statutory Accounts

If you operate your business through a Limited Company as part of your Premium Plus Package we go beyond the statutory accounts and will:

Prepare abbreviated financial statements for submission to Companies House, which means you can significantly reduce the amount of information held on public record, including details of your profits and losses for the year.

## Financial Report

Some of the key areas of this report will focus on:

- Profit and loss account trends – such as your sales, margins, profit drivers, productivity, net profit and breakeven point.
- Balance sheet trends – such as liquidity, debtor days and stock turnover.
- Trends in key ratios – such as gearing and return on investment.
- Transforming Profits through Pricing.

Which means that you get invaluable insights into what is really happening in your business, and where you should be concentrating your improvement efforts.

## Annual review of business goals meeting

Over the course of the year there will be many occasions when we help you to make your business more successful and profitable. For example, during our regular business strategy meetings. But once a year we will take an even more structured, systematic and strategic look at what else you can do to grow your business profitably.

We will look at all of the following at our meeting:

- Review every single growth driver to see which has the greatest profit improvement potential
- Identify breakthrough growth profit improvement strategies
- Evaluate their likely impact
- Create an action plan for testing the best ideas



# The following benefits are part of our

## Popular add-ons

We also provide a number of popular add-ons.

### Cloud Accounting set-up, training and support

If you would like to undertake your own bookkeeping we can help you get up and running with the most appropriate cloud accounting system and provide some vital training and ongoing support.

### Cloud Bookkeeping on your behalf

Every business owner hates bookkeeping and paperwork. Unfortunately it has to be done. And it has to be done in a prescribed format otherwise the tax man will be on your back. And when done accurately it provides critical financial information, key performance indicators and aids decision making.

And because everyone hates bookkeeping, you'd much rather be out there making money from your business so most people end up doing it in the evening or at weekends. Yet, shouldn't evenings and weekends be spent playing with the kids, spending time with your friends and loved ones, or out on the golf course?

So why not let us take away all that hassle so you can spend your time with the people you love, doing the things you love.

### Cloud Payroll

If you employ staff you will need to have a PAYE scheme set up and operate payroll. Many of our clients choose to let us run the monthly payroll. This covers the payroll calculations, P45's when leaving and P60's once a year together with all the behind the scenes administration required by HMRC rules. Let us take away that hassle for you.

### Cloud Employee Records

If you employ staff you will also need to maintain personal records and details of holiday leave / holiday taken details. We can undertake all this on your behalf.

### Full Company Secretarial work

If you trade as a Limited Company the Companies Acts 1985 and 2006 include legislation on company secretarial requirements. It's a hassle and the government keeps changing the rules. And your statutory books can be inspected at any time. We can deal with all the company secretarial work so you don't have to worry.

### Completing your Annual Confirmation Statement

Every year a Company has to confirm that all the details held by Companies House is up to date (Directors, Persons of Significant Control, Shareholders etc). This is unavoidable and many clients prefer us to complete this return for them.



# The following benefits are part of our

## Popular add-ons

### Annual remuneration planning report and implementation

If you trade through a Limited Company there are often big tax savings for the owners from extracting cash in the most tax efficient way. We will carry out detailed calculations to identify the very best way of extracting cash and profits from your company so that you pay the least amount of tax and keep the most money in your pocket.

### Some of the other things we can do to make your life easier

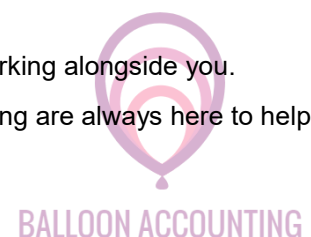
- The FREE Balloon Accounting App available for iPhone and Android
- Strategic business planning
- Business coaching and mentoring
- Power Pricing / pricing for profit
- Bookkeeping training and support
- Business finance
- Business bank accounts
- Expense management
- Business valuation
- Business purchases and sales
- Mortgage / lenders and other reference letters
- Capital Gains Tax
- Limited Company Formation / Dissolution
- Construction Industry Scheme (CIS)
- Company car tax planning
- Automatic Workplace Pension enrolment

### Remember

The price of many of these services is fully deductible for tax purposes, which means, in effect, HM Revenue and Customs will refund you a portion of the cost (subject to the rate of tax you pay).

### Finally...

We hope this gives you an idea of the way we work and we look forward to working alongside you. Don't forget, whatever challenges you face in business we at Balloon Accounting are always here to help.





# BALLOON ACCOUNTING

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