



**prime**  
ACCOUNTANTS GROUP

# An introduction to Prime



**Listen**  
**+ Advise**  

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**Prosper**



We believe our culture,  
innovative service delivery  
and service specialisms  
help set us apart from our  
competitors in the market."





# What makes Prime different?

Prime Accountants Group is one of the West Midlands' leading independent firms of chartered accountants and business advisers.

As you will appreciate, in today's business and financial world, it is essential to find professional, reliable accountancy and taxation services for your business and individual needs.

As part of Prime Accountants Group we believe we are in a unique position to provide our clients with a range of solutions far greater than that provided by a traditional practice.

We believe that our culture of simplifying business, together with our approach to delivering accounting services and the range of our specialist services, differentiates us from our competitors.

The benefit to our clients is significant when we are able to cover a broad range of financial planning and business advice 'under one roof' further enhanced by having access to a number of wealth planners and chartered tax advisers in-house.

The breadth of this holistic approach to advice is rare in the marketplace.

Whether you are looking to appoint an accountant for the first time, exploring what accountancy firms might be able to do for your business or looking for information on financial and accounting issues please visit [primeaccountants.co.uk](http://primeaccountants.co.uk) for more information.





We are committed to developing long term relationships with our clients and providing a service above and beyond a level that only fulfils your statutory requirements".

# + Listen Advise --- Prosper

We are always available to simplify the complex, cut through the jargon and provide accurate, honest advice to help our clients prosper over the long term.

For businesses and individuals that require accountancy and wealth management services, Prime Accountants Group provide straight talking, jargon free, pragmatic advice. Unlike traditional accountants, Prime are approachable, available and efficient. With a broad depth of expertise, Prime simplify complex requirements to help clients focus on growing their business and wealth over the long term.

## Our Values:

### **Do the Right Thing.**

We work with honesty and integrity as we care about the people and businesses we work with.

### **Simplify the Complex.**

We believe in providing straight talking, jargon free, sound advice.

### **Provide a Personal Service.**

We take the time to understand a clients individual requirements and are flexible in our approach to meeting their needs.

### **Keep the Passion.**

We take pride in making a tangible difference to help our clients prosper over the long term.

### **Build Relationships.**

We believe in treating our colleagues, clients and partners how we would like to be treated.

### **Always be Approachable.**

We are professional, friendly and always available to help.

### **Embrace Change.**

We are forward thinking and embrace new technology that benefits our clients.

### **Be an Ambassador for Prime.**

Represent the firm positively and create a great first and lasting impression with colleagues, clients and contacts.



# Client satisfaction

We undertake client satisfaction surveys every two years. The latest client satisfaction survey highlighted the following:

98%

Were satisfied or completely satisfied with our overall service

92%

Would recommend Prime Accountants Group

90%

Are satisfied with the frequency of personal contact from Prime

95%

Believe Prime are flexible in our approach to their needs

"Excellent service & professionalism throughout, as a new client we are delighted with the service"



## Many clients took the time to comment, some of the responses were:

"As my first engagement with accountants and after spending a lot of time looking for somebody that understood me and my business it was refreshing to be recommended to Prime. From the start I have been made to feel welcome, and the advice given, contact and questions have always been responsive and helpful. John and his team are doing a great job getting my business sorted and I look forward to the forth coming period with a clear mind to focus on my business".

"Excellent service & professionalism throughout, as a new client we are delighted with the service. A refreshing change to big group accountancy!"

"The combination of an in-house technical department and knowledgeable team is 1st class.

Prime have been fantastic in assisting us migrate from SAGE to XERO and integrate VEND Point Of Sale systems, very quickly & efficiently. With the newly implemented cloud based system, Prime's instant reaction times to our queries are not only answered speedily, but live on the system before we end the phone call. Much appreciated".



We form long-term partnerships with our clients, understand their objectives and help them to meet their goals".







# Audit and Accounts

At Prime we see the year end as an ideal opportunity to review the year gone by and use the accounts as the starting point for providing advice which helps our clients be fully informed about their business finances. We like to use the knowledge of the past to help shape a successful future for our clients.

Every company has an obligation to prepare a set of year end accounts that comply with the Companies Act and to be filed within nine months of their year end.

Depending on meeting certain criteria, they may also require an audit of the financial statements.

It's not just companies that need to prepare year end accounts – partnerships and sole traders must also prepare a set of income and expenditure accounts which will then be incorporated within a partnership tax return or a self assessment tax return respectively.

Year end accounts are necessary for taxation and compliance reasons and we can prepare these for you to meet the requirements.

Audits provide a cornerstone to financial reporting. They furnish valuable and reliable information to shareholders, banks, tax authorities and others who need to make financial decisions.

Prime conducts audits through a specialist team of extremely high calibre staff, who carry out over 80 audits each year. This specialism allows us to ensure that we have technically competent staff available to conduct these audits, making the process as efficient as possible for both parties.

We are Registered Auditors with the Institute of Chartered Accountants in England and Wales (ICAEW) and therefore have to continually demonstrate our stringent review and control procedures to ensure the firm adheres to international auditing standards.



In order to perform effective audits, we not only audit our clients' financial records on their premises but also familiarise ourselves with clients' operations, the industries in which they operate and the economic events which have impacted upon their business".

**Morgan Davies**  
Audit Director





# Business Services

Management accounts are vital for you to understand your business's performance throughout the year and contribute to the smooth running and success of your business.

Prime offers management reporting, at a frequency to suit you, which will form the basis on which we will be able to provide proactive advice from a tax planning and protection point of view.

Our management accounts service can include the tailoring of standard reports to suit your needs and the set up of KPI reporting so you can capture essential information required to monitor business performance.

We can assist you to get the best from your existing in-house accounting solutions to aid management reporting. Our team are able to advise on the most suitable accounting software for your business and have extensive knowledge of Xero, Sage, QuickBooks and many other accounting packages.

If you have recently started with or would like to move to a different accounting package, Prime can ensure you set up your system correctly, in a manner that will offer value to you and your business. We can help with implementation, training and configuration. If you are a confident user of your chosen system our team are happy to support on ad hoc basis for more technical exercises if needs be.

Knowledge is power and good management accounts enable you to make informed decisions that are crucial to the success of your business.

"We like to develop a good understanding of our client's business to support them on an ongoing basis throughout the year so we are able to offer the best possible advice"

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# Taxation Compliance

Prime's Chartered Tax Advisers are best placed to advise individuals and businesses on all tax related matters.

## Compliance Services

Prime deliver a full range of compliance services including:

**Self Assessment** – Prime can take care of all paperwork for individuals and file a self assessment tax return on the clients behalf with HMRC by 31 January each year.

**Corporation tax** – Limited companies have to pay corporation tax on any profits made. As part of the accounts process, Prime calculate the company's corporation tax liability as well as preparing the return for filing with HMRC.

**VAT** – Prime can advise which VAT scheme is applicable and whether it is necessary or advantageous to become VAT registered. Prime are also able to complete the registration on behalf of the clients and take care of the necessary preparation and filing of VAT returns on an ongoing basis.





# Taxation Planning

At Prime we recognise that clients often consider multiple factors when making business decisions. Decisions in the workplace can often affect directors and shareholders personally. Consideration should also be given to long term objectives such as planning for retirement and / or leaving a legacy. Getting to know our clients' business and personal interests allows Prime to deliver advice and solutions that assists clients in meeting their objectives.

At Prime we take great pride in building relationships with our clients and take the time to understand their business objectives and personal goals, considering both current requirements and future planning.

Each client is allocated a relationship director who invests time to understand their clients' financial affairs and take responsibility for delivering our services.

Your relationship director liaises with our internal experts, as well as third parties as required, to provide advice that is aligned with the latest tax advice, wealth planning and legal recommendations all delivered by one adviser that you trust with your financial affairs and goals.

We are able to provide support and advice that will allow our clients to optimise their tax position and allowances whilst continuing to be compliant with HMRC legislation.

We ensure our clients make the best choices for themselves, their families and their businesses, by exploring a vast range of options with them to provide a tailored approach based upon the individual's main priorities.

The benefit to our clients is significant as we are able to cover a broad range of financial planning and business advice 'under one roof' further enhanced by having access to a number of wealth planners and chartered tax advisers in-house.

**Compliance  
Planning  
Assurance**





# Prime Wealth

Prime Wealth is a firm of independent financial advisers, assisting individuals, business owners and trustees with a broad range of financial planning, investment, retirement and estate planning needs.

Prime Wealth was established in July 2012 in order to further improve the range of financial services offered to Prime Accountants wider client base and to the clients of its professional network.

As the wealth management arm of Prime Accountants Group we are in a position to provide clients with a range of solutions far greater than that provided by a traditional wealth management firm.

Working with our partners we have the ability to draw on a depth of knowledge in Financial Planning, Tax, Legal and Accountancy services all under one roof.

At Prime we do things differently – our advisors put the client in the centre of the advice process, ensuring that they receive the correct advice based on their needs rather than 'selling' a product from a restricted spectrum.

We specialise in:

- Independent Financial Advice
- Financial Planning
- Investment
- Pensions and Retirement
- Estate Planning
- Company Owners



"I found the scale of the task of getting my 'house in order' meant that I kept putting it off. Glen & the team made the process as painless as possible and life is now much clearer".

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# Virtual Accounts Office

Prime Accountants Group embrace new technology in all areas of business and use it to simplify our business and the way we deliver services to clients.

Our VAO team provide bespoke services to over eighty clients, allowing the client to simplify their business by outsourcing all or part of their accounting function, including debt collection and supplier payments.

We can even take all telephone calls on behalf of the client's accounts department on a dedicated phone line and mailbox to deal with customer and supplier queries.

Through our flexible managed accounting offering, clients can decide exactly which services they require:

- Invoice handling – including electronic scanning, authorisation via secure Internet and supplier payment
- Sales, purchase and nominal ledger processing
- Sales and purchase order processing
- Payment of suppliers via our BACS Bureau
- Management reports with full explanations
- Weekly flash reports
- Credit control
- Bank reconciliation
- VAT returns and EC Sales list

Prime's Virtual Accounts Office can help businesses from their earliest stages, who want a complete service, or assist larger companies that do not want the overheads of a full internal finance function. We have a range of clients with some making use of our full service, and some requiring only certain parts. For all of our clients it provides the following benefits:

- Allows them to focus on their core business
- Provides peace of mind that the work is completed
- Fully backed up data
- Access to the skills the team can provide, from processors to experienced qualified accountants
- Assurance that accounts will be serviced by your dedicated Prime team during times when your internal accounts staff have to take periods of leave



We have a great deal of experience in acting for owner managed businesses and are on hand to provide as much or as little support as you require, and will tailor our solution to suit your specific needs"

**John Osborne**  
VAO Director





We have implemented new technology within our VAO team to streamline the accounts process. Much of our software operates in the cloud allowing clients to access their records in real time wherever they may be.

The Prime team provides complete basic data entry, preparation of debtor and creditor listings, completion and filing of VAT returns, and production of regular management information reports.



# Payroll Processing

Prime's payroll department is a registered BACS Bureau and processes upwards of 500 payrolls. The department operates across all payroll frequencies and handles small and large clients which frees up their time, allowing them to focus on core business activity.

Many clients are struggling to:

- Keep abreast of the ever changing legislation
- Worrying about staff absenteeism at a critical point in payroll processing

Prime payroll services can remove the burden of compliance and allow clients to:

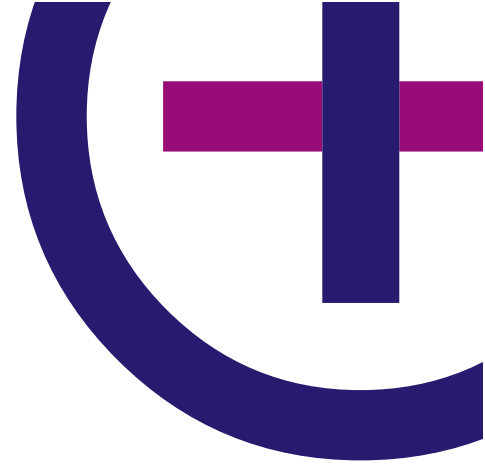
- Insulate themselves from penalty charges for non filing and late filing
- Get complete peace of mind with expert professional service
- Use our unique BACS accredited payment service

Compliance is essential to avoid penalties and having the security of working with payroll experts means it is one less thing to worry about.

As part of our payroll service we can also file Construction Industry Scheme (CIS) submissions for subcontractors on a monthly basis.

"Prime's payroll department assist clients ranging in size and from a variety of different industries".





Under the Pension Reform act, known as Auto Enrolment, regardless of the size of a business there is now a requirement for every employer to offer a workplace pension.

With an increasingly ageing population, the Government recognises there will be a significant shortfall in funds available to look after people at retirement and as such, are stipulating that everyone in employment must pay into a workplace pension scheme.

This additional responsibility for employers means they have to undertake a number of processes, to ensure that they are complying with the legal requirements and, supporting their staff effectively, or else they face hefty fines.

Once an appropriate Pension Scheme for your employees has been selected, we can assist with the ongoing administration as follows:

- Enrol all eligible staff onto the compliant pension scheme.
- Continual assessment of the workforce each time we run a payroll, ensuring full compliance.
- Provision of communication items for the workforce (Report / letters).
- Provide pension reform data for your provider (a spreadsheet / CSV file).
- Provide continual assessments for new starters following agreed process.
- Provide support with re-enrolment after 3 years.
- Provide records for your employees that will comply with the data that you need to retain for The Pensions Regulator.







# Forensic Accounting

Bringing a unique combination of accounting, auditing and investigative skills, a forensic accountant can assist parties to resolve their disputes.

Forensic accountants are trained to look beyond the numbers and deal with the business and commercial reality of the situation.

Our specialist team are able to assist in a variety of ways to help parties resolve disputes.

We can act in an advisory capacity providing an independent view of the merits of the financial aspects of the dispute, thus allowing parties to achieve a satisfactory outcome.

We can also act as experts and provide our independent opinion for use in formal legal proceedings and tribunals.

We are regularly appointed as party expert, for claimant or defendant and as a single joint expert. Our team have extensive experience of giving evidence in court.



My job, as expert accountant, is to simplify the complex, cut through the jargon and provide a robust opinion based on the facts. This gives the parties a clear understanding of the potential of their case and assists in the settlement negotiations."

**Adrian Pym**

Director, Prime Forensic Accounting



At Prime Forensic we have a dedicated team of specialists providing the full range of forensic accounting and litigation support services, including expert witness, expert determination and mediation.

Prime Forensic provides services in areas of:

- Matrimonial
- Commercial disputes
- Business valuations
- Shareholder and Partnership disputes
- Professional negligence
- Personal Injury
- Fraud Investigations



# Charity and not-for-profit

Prime acts for many charity and not-for-profit organisations providing advice on the financial, governance, management structures and tax needs of a charity.

Prime also provides a range of services including; charity formation, preparing accounts, and installation of software and systems to facilitate the production of management information.

The charity and not-for-profit offering is headed up by Prime director, Jeremy Kitson. The team are vastly experienced in this area having specialised in the charity and not-for-profit sector for over 35 years. The team act for over 50 clients across the UK preparing SORP compliant accounts whether the charity is a company, CIO, trust or an association.

The rules and regulations associated in running a charity are complex and the roles and responsibilities of trustees are not lightly taken on.

These requirements make an expert adviser essential to assist the trustees in best practice and compliance. Trustees need clear and relevant management information to assist them in their decision making.

Jeremy and his team provide such information by understanding the objectives of the charity and applying their judgement to report a meaningful SOFA.



"Prime are genuinely interested in the Charity sector and the information and guidance provided so far has been impressive and very helpful. All the staff which we have had contact with are helpful, friendly and easy to work with and we look forward to building on this relationship in future years"

# Why choose Prime Accountants Group?

Prime Accountants Group is an independent firm of chartered accountants and business advisers, with ten directors and over 100 staff, spread across four locations – Birmingham, Coventry, Solihull and Kings Norton.

We have a great deal of experience working with owner managed businesses, SMEs and multi million pound turnover businesses, across a wide range of sectors, providing accountancy and business advisory services. We take an active role in our clients' affairs working with the business owners to develop their businesses and best structure their affairs from the perspective of the company and personally.

We encourage all our clients to integrate us within their operations and see us as a consistent point of contact throughout the year so that we can be proactive rather than reactive. We utilise our experience to deliver clients honest, straight talking, sound advice. We aim to simplify the complex so you can be best informed to make the right decision for you and your business.

What we believe sets us apart from the competition is our approach to servicing our client base. Prime Accountants Group of Companies are in a unique position to provide our clients with a range of solutions 'under one roof' which is far greater than that provided by a traditional accountancy practice.

We are also a large enough firm to be able to offer a range of specialist services, whilst still retaining a personal approach. Every client is allocated a relationship director, who has experience and knowledge of the industry sector they fall within, who is then supported by specialist teams responsible for carrying out different aspects of accountancy work. Where services overlap, our systems allow for information to be shared. We have invested significantly in our IT to give us a platform to do this.

As a growing business Prime seeks opportunities to partner with firms that enhance our service offering to clients. We strive to continually demonstrate our commitment to growth and expansion and the development of our specialist sector experience. Our latest expansion further positions Prime as the leading accountancy firm within the region offering a wide range of services not typically available from a traditional accountancy firm.





# Our people, your team

The Prime directors have a vast experience of assisting clients with tax advice, accounting support, cash flow forecasting and providing business support.

## Directors



**Adrian Pym**

E: [adpym@primeforensic.co.uk](mailto:adpym@primeforensic.co.uk)  
Specialist area: Forensic Accounting, Company Valuations



**Claire Lea**

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Specialist area: Tax Advisory



**Glen Callow**

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Specialist area: Independent financial advice



**Gulraj Mankoo**

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Specialist area: Tax investigations, Tax planning and Management consultancy



**Ian Bidmead**

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Specialist area: Audit, Business Advice



**Jamie Skelding**

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Specialist area: Payroll, Business Advice



**Jeremy Kitson**

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Specialist area: Audit, Not-for-profit sector



**John Osborne**

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Specialist area: Start up business, Virtual Accounts Office (VAO)



**Kevin Johns**

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Specialist area: Business Advice, Audit



**Morgan Davies**

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Specialist area: Audit, Accounts Software



**Steve Harcourt**

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Specialist area: Small businesses and contractors

## Consultants



**Laurence Moore**

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Specialist area: Technology, systems & Cloud software, Virtual Accounts Office (VAO)



**Michael Jellicoe**

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Specialist area: Not-for-profit sector, Tax



**Stephen Rochester**

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Specialist area: Business advice



**Suresh Pabari**

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Specialist area: Pharmacist accounts



We are always available to simplify the complex, cut through the jargon and provide accurate, honest advice to help our clients prosper over the long term"

Kevin Johns  
Managing Director



# — Advice — Jargon — Trust

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