ASCEND
Accountants & Business Advisors

Proposal for

Bindi Palmer

Proposal #APA2383

CREATED BY	CREATED FOR
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“The team at Ascend have taken me to the next level in achieving my business goals.”

John Barry
Lightroom Ltd.

The Core Values You Care About

What core values do we stand by that impact you?

Evolve processes for the best of our clients

We can never stand still. If we do, the world will move past us and we'll be left in the dust. We have an internal evaluation process that means we always ask if we are doing things in the best possible way, and if we aren't, how we can start as soon as humanly possible.

Constant curiosity for your business

We love asking questions of your business and uncovering the answers. It is this constant curiosity that allows us to understand your business better than anyone else ever could.

Being true to your goals

We are here to ensure you hit your goals and achieve everything you aim to with your business. Sometimes that means honest conversations with you, where we will stand up for your goals above everything else.

We promise to commit to these every time we sit down to work on your business

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INTRODUCTION

Welcome to your proposal.

We are excited to be presenting it to you, as we know that it marks the start of exciting and positive times ahead for you and .

This proposal outlines the Accounting Services we discussed and which we feel will help drive your business to your next level of success..... and beyond

“Ascend have removed all my worries on the financial side of my business so I can focus on getting things on what I do best.”

Anna Binckley
Binckley Legals

INVESTMENT COSTS

This section outlines the services, included in this proposal and the fees associated with those services. For a full breakdown of what each of these services includes, please check out the OUR SERVICES EXPLAINED section of this Proposal.

Monthly Fees

SERVICES	FEES/MONTH £
Bookkeeping Services	
Bank Reconciliation	126.00
Raising & Sending Invoices	240.00
VAT Returns	49.66
Use of our office as your company registered office	5.00
Loyalty Bonus	-50.00
Compliance Services	
Annual Accounts & Corporation Tax Return	127.64
Directors Tax Returns	15.00
Payroll Services	
Paying Staff Salaries & Expenses	50.00
Advisory Services	
Management Accounts	112.33
Annual Budget	64.04
Cashflow Forecast	94.50

Continued on next page

Monthly Fees Continued

SERVICES	FEES/MONTH £
Your App Stack	
Sage	10.00
AutoEntry	0.00
GoCardless management	70.00
Brightpay	5.00
Chaser	50.00
Xavier Analytics	5.00
Futrli	10.00
Pleo	10.00
Unleashed Inventory	30.00
Net Total	1,024.17
Tax	204.83
Gross Total	1,229.00

One-Off Costs

SERVICES	COSTS £
Compliance Services	
Annual Accounts & Corporation Tax Return: One Off	78.35
Catch up: Annual Accounts & Corporation Tax Return	52.23
Payroll Services	
Payroll: Fixed Salary Employees	35.00
Personal Tax Return Services - Self-Assessment	
Personal Tax Return Submission	225.00
Tax Investigation Protection for your personal tax affairs	36.00
Net Total	426.58
Tax	85.32
Gross Total	511.90

Please Note

This proposal and these fees are based on the following being accurate:

Start Date	May 2024
Year End	April 2025
Annual Revenue	£70k - £125k

- This proposal is valid for 30 days

NEXT STEPS

Moving over to us and getting the ball rolling couldn't be simpler:

STEP 1 – Click to approve this Proposal and digitally sign your Engagement Letter.

Set up your payment now

STEP 2 – We'll then send over a link to set up your monthly payments via GoCardless

STEP 3 – We'll get in touch with your last accountant and sort EVERYTHING! And don't worry, they'll still speak to you

STEP 4 – We will install our accounting system, which comprises of…

- **Software** – All set up & configured to track the performance of your agency
- **Bookkeeping** – Further software set up and integrated with your account to increase the efficiency of your day-to-day financial admin

STEP 5 – We will then provide your Onboarding Session for us to define the goals of the business and provide training to you and any members of your team that you'd like to bring in with you.

APPROVE MY PROPOSAL
#APA2383

This proposal is valid for 30 days from 16 April 2024.

Meet Your Team

Friendly faces at your service.
Building relationships is what we do best.

Levi Hindson-Briggs
Managing Partner

Levi's mission is to make sure every client is growing their business and hitting their goals.

Morgan Jay
Client Manager

Morgan is here to make sure your experience with the business is the best it can be.

Danielle Fisher
Finance Director

If you need to understand exactly how your finances tie in with your goals, Danielle's here to help!

Jack Choppin
Bookkeeper

If you need to make sure your books and processes are absolutely sparkling, Jack's your man!

Nuala Turnbull
Financial Controller

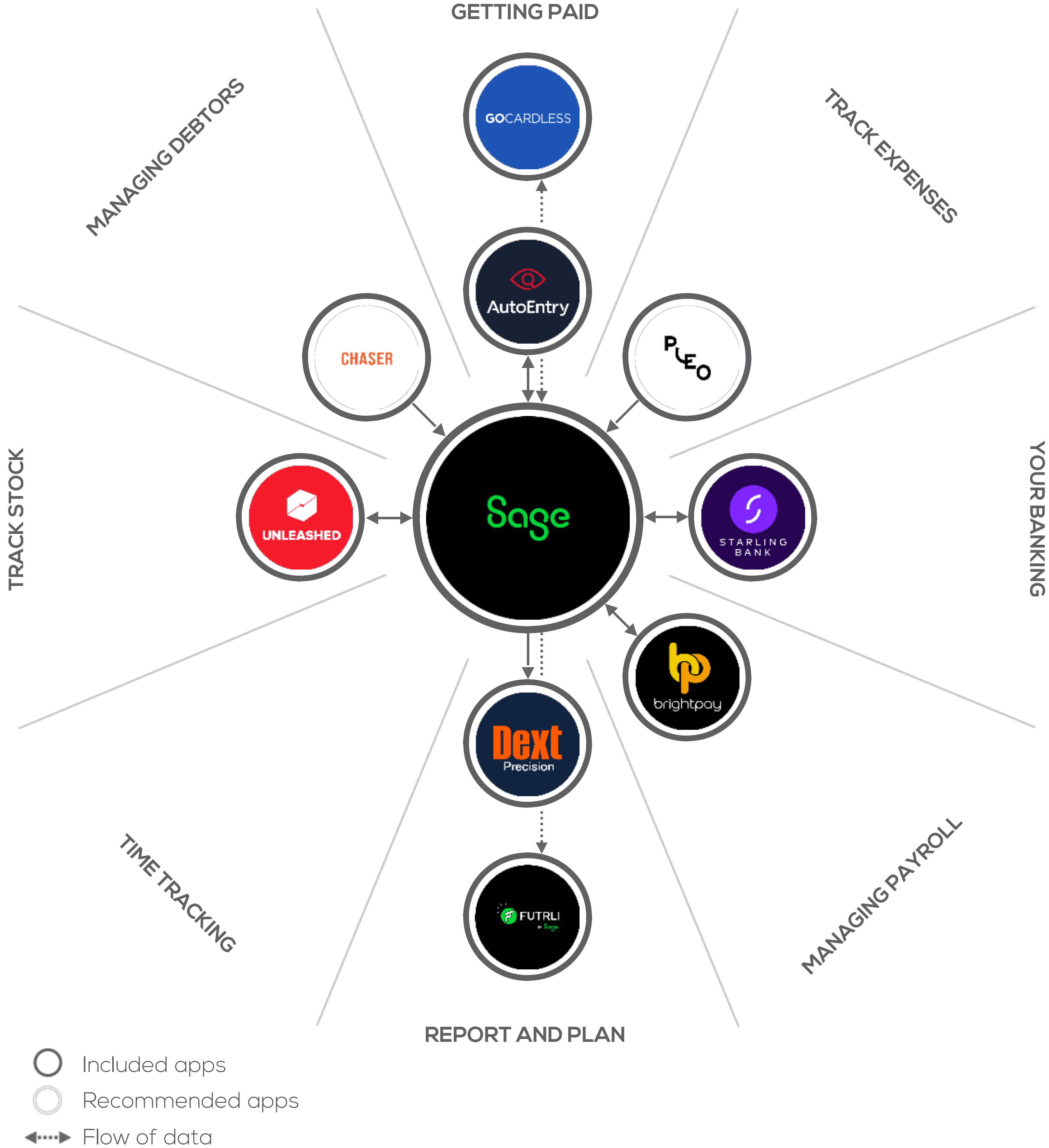
To make sure you're completely compliant, Nuala has all the expertise you need for peace of mind!

Joe Robinson
Head of Payroll

Payroll is at the heart of keeping your team happy, and Joe never misses a trick when it comes to making sure people get paid.

Your App Ecosystem

This is a visual map of the apps we're recommending for your business, now and in the future, showing how the data flows and how they work together as an overall app ecosystem.



SERVICES YOU HAVE SELECTED

Here is a full explanation of the services you have chosen in this Proposal.

BOOKKEEPING SERVICES

Bank Reconciliation

No. of Items = **101-125**
Frequency of reconciliation = **Monthly**

In order to ensure you have up to date lists of receivables and payables, and up to date financial reporting, we'll login to your accounting system regularly and reconcile the bank transactions so you can rely on the accuracy of the information.

Raising & Sending Invoices

No. of Invoices = **51-60**

We'll get to grips with your invoicing procedure and collate the information that we need form your project management system etc to create your sales invoices promptly and get them out to your clients.

VAT Returns

We will be preparing and submitting your quarterly VAT returns ongoing, meaning that you will be well aware of your VAT liabilities and keep the VAT-man happy! We're not just filing a bunch of number though, we take a 6 step approach to our VAT Returns service: 1. Create a recurring quarterly job in our job management system so we NEVER miss a deadline and begin work on the VAT return the day after the quarter end 2. Carry out an audit of ALL transactions for the period - check that purchase VAT has been claimed on every transaction that it should have been and conversely that it hasn't been claimed where it shouldn't have been 3. Ensure that you are on the best scheme to maximise your cashflow - Cash or Accruals. Also keep an eye on going over the threshold at which you HAVE to move to accruals by obligation 4. Send you notification of the amount due within 3 weeks of the quarter end, giving you 2 weeks notice of the amount to be taken automatically via direct debit 5. File the VAT return on time, every time 6. Deal with any queries, enquiries or investigations from HMRC so you don't have to get involved, allowing you to focus on running your business and avoiding further cost of bringing us into an investigation.

Use of our office as your company registered office

We will receive all of the formal legal and Companies House correspondence, which we will scan in and email to you.

Loyalty Bonus

Level of Bonus = **Gold**

COMPLIANCE SERVICES

Annual Accounts & Corporation Tax Return

Grade of records = **Poor**

As a limited company, you are required to prepare statutory accounts and submit these to Companies House annually. This is all included within your quote and you will have peace of mind knowing that this is all taken care of for you. You are also required to file a Corporation Tax Return annually with HMRC. We'll take care of everything that HMRC require and inform you of the corporation tax payment required in plenty of time.

Annual Accounts & Corporation Tax Return: One Off

Grade of records = **Average**
Business Type = **Pub/Restaurant**

As a limited company, you are required to prepare statutory accounts and submit these to Companies House annually. This is all included within your quote and you will have peace of mind knowing that this is all taken care of for you. You are also required to file a Corporation Tax Return annually with HMRC. We'll take care of everything that HMRC require and inform you of the corporation tax payment required in plenty of time.

Catch up: Annual Accounts & Corporation Tax Return

Grade of records = **Excellent (Only available with our Bookkeeping Services)**
How many months catch up? = **1**

As a limited company, you are required to prepare statutory accounts and submit these to Companies House annually. This is all included within your quote and you will have peace of mind knowing that this is all taken care of for you. You are also required to file a Corporation Tax Return annually with HMRC. We'll take care of everything that HMRC require and inform you of the corporation tax payment required in plenty of time.

Directors Tax Returns

How Many Years? = **2019 - 2020**
No. of Directors = **1**
Level of Complexity = **Standard**

Along with preparing the company accounts and tax returns, we will also prepare your personal Directors tax returns. These are required to declare your personal income (Salary & Dividends) for the year.

PAYROLL SERVICES

Payroll: Fixed Salary Employees

No. of Employees = **5**

Monthly preparation and filing of the company payroll to HMRC and providing payslips to employees. We will also advise on opportunities to reduce your PAYE bill, such as the £3k employers allowance that is currently available to reduce your employers national insurance bill.

Paying Staff Salaries & Expenses

No. of Staff = **11-20**

We'll make the monthly pay run to pay all of your staff salaries and expenses so you don't need to worry about finding the time to make sure this vital process is carried out on time.

ADVISORY SERVICES

Management Accounts

Frequency = **Monthly**

Our Management Accounts are delivered via a clear & comprehensive report to show you progress against the plan and adjust targets to ensure you remain on track to achieve budget.

Snapshot Video Report - We provide you with a high level video for you and your leadership team to give you a quick understanding of your report ahead of your meeting

Action Call - These reports are then followed up with a phone call or online meeting to agree and schedule action.

Annual Budget

Package = **Standard**

We will build a fully integrated 12 month 3 way financial model, budgeting the next financial year, with detailed analysis of all income and costs

Cashflow Forecast

Level of Complexity = **Basic**

13 week transactional cashflow forecast

YOUR APP STACK

Sage

Package = **Bronze**

We will provide you with Sage software for your accounting system.

AutoEntry

Number of Receipts (per month) = **1 - 50**
Type of User = **Single User**

A handy little tool for keeping track of your company expenses - this is a great little app that let's you upload all of your purchase invoices by doing little more than taking a picture on your phone and hitting submit - what's more, using this app also gives you a pdf backup of all of your purchase invoices so no need to keep loads of fiddly paper receipts any more.

GoCardless management

We'll setup your GoCardless account for you, and ensure that it is managed smoothly within your ecosystem.

Brightpay

No. of employees = **1**

Manage pay runs, pensions and compliance in just a few clicks
It's easy to manage your clients' staff, payroll and pensions duties and send the right information directly from Xero to HMRC or their pension provider.

Automate your calculations and reduce errors
Xero calculates tax rates, time off, leave, pay and pensions for you. And all pay information automatically updates Xero accounts, so you know the data is always accurate and up-to-date.

Save time with every employee
Set up all staff for an organisation in one go to save around 10 minutes per employee.

Reduce your admin
The user-friendly portal and mobile app lets employees submit timesheets and leave requests from their PC, Mac or mobile device – all you need to do is review and approve.

Only pay for what you use
What you pay depends on how many users you pay each month through Xero Payroll.

Chaser

The subscription for our Credit Control Software. This includes support to help you maximise the value of using this software

Xavier Analytics

Before you can take a single step towards achieving your business goals, you need to know exactly where you are in your business right now, everything that is contributing to your current location and the required actions that are going to move you closer towards those goals.

It's amazing how simply understanding exactly where you are can help you to get you to where you want to be.

We call this phase Mapping, which will help you to map-out and improve your:

- Personal goals
- Business goals
- Financial position
- Services and their profitability
- Team and their efficiencies
- Financial systems and where the bottlenecks and cracks are

Futrli

This is an integral software for us being able to run monthly and quarterly reporting that will allow us to make the best decisions for your businesses future.

Pleo

Unleashed Inventory

We'll help you take control of your inventory management easier and more efficient so you can take control of your inventory health and scale your business with confidence.

Your Banking: Starling Bank

This will form part of your banking setup for your business.

PERSONAL TAX RETURN SERVICES - SELF-ASSESSMENT

Personal Tax Return Submission

How many personal tax returns need completing? = **1**

Preparation and online submission of your personal tax return, calculating your tax bills and advising you on how much tax to pay and when; completing a personal tax return is not just form filling - we follow a 10-step process in order to complete your personal tax return for you:

1. Supply you with a Tax Return Checklist to save you time in getting together all the information we will need.
2. We then use the information and explanations you give us to complete your Personal Tax Return.
3. We also calculate your personal tax bills and payments on account so that you know exactly how much to pay and when to pay in order to avoid penalties and interest.
4. With the exception of tax credits, we will advise you on possible claims and elections arising from your Personal Tax Return and from information supplied by you, in order to minimise your personal tax bills. Where you subsequently instruct us, we will make such claims and elections in the form and manner required by HM Revenue & Customs.
5. Once you have given us your written approval, we will submit your Personal Tax Return return to HM Revenue & Customs.
6. We will file your Personal Tax Return online - the benefits to you being: You'll know exactly when HM Revenue & Customs received it, the risk of "human error" processing mistakes by HM Revenue & Customs will be minimised and if you're entitled to a tax repayment, you'll receive your refund much quicker
7. We will check HM Revenue & Customs' calculation of your tax bills and initiate repayment claims if you have overpaid.
8. If you're entitled to a tax refund, we'll ask you for your bank account details so that we can transfer any refunds to you electronically – you'll get your money back from HM Revenue & Customs without the hassle of visiting your bank or waiting for funds to clear.
9. We'll deal with all communications relating to your Personal Tax Return that are directly addressed to us by HM Revenue & Customs, or forwarded to us by you.

10. By preparing your Personal Tax Return, you'll automatically be covered by our tax investigation insurance policy (worth up to £75,000). As a result, you'll not have to pay any extra fees for our help in the event of a full or aspect enquiry into your tax affairs by HM Revenue & Customs. You'll therefore have complete peace of mind from knowing that there'll be no extra charges if we ever do need to help you deal with the most common forms of tax investigation.

What you agree to do and be responsible for

- You are legally responsible for:

1. Ensuring your Personal Tax Returns are correct and complete
2. Filing your Personal Tax Return by the due date
3. Making any payments of tax due in full and on time - failure to do so will result in automatic penalties and interest being charged

- Taxpayers who sign their Personal Tax Return cannot delegate this legal responsibility to others. You agree to check that the Personal Tax Returns we have prepared for you are correct and complete before you approve them for submission and sign them as such.
- You authorise us to file your Personal Tax Returns online.
- To enable us to carry out our work, you agree:

1. That all Personal Tax Returns are to be prepared on the basis of full disclosure of all sources of personal income, charges, allowances and capital transactions;
2. To provide us will all the information necessary so that we can deal with your affairs. We'll rely on the information and documents you've supplied us with being true, correct and complete – we will not audit this information or your documents;
3. That you will tell us about any specific conditions that HM Revenue & Customs have imposed upon you;
4. To authorise us to approach such third parties as may be appropriate for information that we consider necessary to deal with your affairs;
5. To provide us with information in sufficient time for your Personal Tax Return to be completed and submitted by its due date. In order for us to meet this due date, we must receive all of the relevant information by 31 October after the relevant tax year has ended;
6. If, for any reason, we don't receive all of the relevant information by this date, we may, at our discretion and depending on our work capacity, endeavour to

complete your Personal Tax Return so it can be submitted on time. **We reserve the right to levy an additional 25%charge** where we are asked to carry out such last minute work and will advise you of this charge prior to carrying out the work.

- You agree to tell us if either you or your partner were in receipt of Child Benefit at any time during the tax year as you may be liable to the "High Income Child Benefit Charge" dependent upon your income. This includes telling us the amounts of Child Benefit Received and, if applicable, any changes to your relationship status during the tax year. Please be advised that the tax definition of a partner is wide-ranging and includes spouses and civil partners (who you are not separated from) as well as any person (male or female) who has lived with you/who you have lived with as husband/wife/civil partner.
- You will keep us informed of any changes in your personal circumstances that could affect your tax position. If you're unsure about whether a change will affect your tax position, then we will be happy to advise you.
- You agree to forward to us any communications you receive from HM Revenue & Customs in enough time for us to be able to deal with them appropriately and within any time limits stipulated. Such communications could include Statements of Account, Notices of Assessment and other letters. Although HM Revenue & Customs have the authority to deal with us directly, it's still possible that they may contact you directly without copying us in.

You and your spouse/partner

- Because of the possible effect on your tax position and so that we are able to act in your best interests, we will advise you and your spouse/partner on the basis that you are a family unit. This means that we may deal directly with either of you and discuss with either of you each other's tax liabilities and financial affairs. We will assume that you agree to this unless you tell us otherwise.
- So that we can act for you as a couple in respect of any joint claims, then unless you specifically tell us otherwise, we will take any instructions, information or explanations that either of you give us about any claim to be on behalf of you both. We will also treat any documents re. joint claims that are signed by either of you to be on behalf of both of you, unless you specifically tell us otherwise.
- If, for any reason, a conflict of interest arises between you and your spouse/partner, then we reserve the right to advise one or other of you to seek independent advice, or to stop acting for both of you.

Tax Investigation Protection for your personal tax affairs

How many people will this apply to? = **1**

In the event of any enquiry from HMRC, we will be able to deal directly with the officers concerned, use our premises to meet with them (so you won't have to), and answer all of their questions on your behalf – and our fees will be paid by our insurance policy.

“The best decision I made for my sanity was moving to Ascend.”

David Baxter

Baxters Business Guidance

ASCEND
Accountants & Business Advisors

An introduction to contact details goes here and introduction to contact details

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