



Turning your
numbers into
**Actionable Business
Intelligence**



Warrener Stewart
Chartered Accountants • Intelligent Advisors

Chartered Accountants, **Intelligent Advisors**

By following our own tried, tested and proven process we get to the heart of your business, understand how it works, and then give you the expert accountancy and tax advice you need to achieve your objectives.

For over 30 years our expert team of highly experienced chartered accountants, chartered tax advisors and registered auditors has successfully helped a wide variety of private businesses and private clients.

Based in Fulham, Warrener Stewart has over 25 full time employees. We work across a broad range of business sectors including schools, solicitors, property and manufacturing. We also have in-depth experience of franchises and family run businesses.

Our clients benefit from direct and regular access to one of our experienced and knowledgeable principals.

It's always the same senior person – they are your main point of contact. This makes for a much closer and more efficient working relationship, one that's based on deep mutual understanding.

We don't just sort out the numbers, we analyse, challenge and interpret the data to make it truly meaningful and provide our clients with actionable business intelligence.

- **Core services**
 - Accountancy
 - Audit
 - Business advisory
 - Corporate tax
 - Personal tax
 - Tax strategy and planning
- **Business advisory services**
- **Tax strategy and planning services**
- **Support services**

Our **Ethos**

Wherever you are in your business lifecycle we will help you make better informed decisions with greater confidence. This ensures that the business fulfills its potential and you achieve your personal goals.

Our objective is not merely to help you meet your statutory requirements – it is to become a trusted advisor who works with you for many years to maximise the value of your business and of your personal wealth.

To achieve this we place great emphasis on truly understanding you and your business – only then can we give you the expert advice you need. One of our senior principals works closely with you to implement those recommendations, measure the results and ensure the very best outcomes – by proving our worth in this way we earn your trust and build our own practice.

Many of our clients stick with us over the entire lifecycle of their business. This is very satisfying for both of us and bears testament to our ethos, our process and our clients' confidence in our abilities.

We apply our ethos by following these simple steps:

- Build an in-depth knowledge of you and your business
- Analyse, challenge and interpret your numbers to make them truly meaningful
- Help you formulate a sound strategy and implementation plan
- Offer practical implementation through planned and responsive support, including delivering the specific services required to achieve your objectives
- Assign one of our experienced and knowledgeable principals as your advisor and single point of contact – it's always the same person
- Allocate an accomplished support team with relevant experience and technical expertise.

Our **Process**

A systematic approach to helping you achieve your specific corporate and personal goals.

Our process has been honed over many years, it is the foundation of all our relationships. Despite the fact that no two businesses are the same and may have vastly differing challenges or requirements, it has proved itself an invaluable tool time and again.

It is based on a simple principle, the better we know you and your business, the more relevant and effective the advice.

Knowledge

- 1 Understand your business**
 - What you do
 - Financial and taxation position
 - Business model
 - Points of pain
 - Objectives
- 2 Understand you**
 - Your financial and taxation position
 - Personal goals
 - Financial requirements
- 3 Understand your numbers**
 - Actual financial and taxation position
 - Financial model today
 - How your business functions according to the numbers

Evaluate

- 4 Feedback/insights**
 - Match the numbers to your business objectives and personal goals
 - Highlight opportunities
 - Analyse obstacles
- 5 Open dialogue**
 - An open forum to discuss ideas for the future

Strategy & plan

6 Outline the future

- Agree the business model
- Agree your business objectives
- Agree your personal goals
- Agree the journey

7 Implementation plan

- Short term requirements
- Long term plan
- Actions
- Clear timelines
- Milestones
- Internal resource
- Budget – financial commitments
- Match our services to meet the requirements of the plan

Implementation

8 Practical implementation

- Internal management
- Internal controls
- Clear lines of communication
- Execute compliance work
- Planned support
- Responsive support
- Review progress to stay on track

Measure
Monitor
Empower
Improve

*A systematic approach
to achieving better results,
whatever stage your
business is at.*

Ongoing **Support**

You have direct and regular access to one of our experienced and knowledgeable principals, backed up by an accomplished support team.

- One main point of contact
- Always the same person for consistency
- Planned ongoing support
- Practical day-to-day advice
- Regular reviews in order to stay on track
- Forward planning with a focus on risk mitigation and management

Starting a business

The first three years of any new business is often the most difficult – over 65% never make it beyond this point. You can improve the odds of success by getting the basics correct right from the start.

These include thinking through your plans, understanding your business model, selecting the most efficient legal entity and having a clear picture of the opportunities and obstacles that lie ahead. Taking the time to cover these essentials will save you money in the long term and could make the difference between success and failure.

Our advice at this stage is invaluable. There are no guarantees of success but our proven process will enable you to minimise risks. We have helped a great number of start-ups mature into well established and very valuable businesses.

Developing and growing a business

A young business is relatively easy to control, but as you start to expand, things become more complicated and it's harder to track everything on a daily basis.

You need timely and accurate management information, without it you are bound to make bad decisions. New systems can be installed to provide these figures, but this is only part of the solution, you also need someone with the skill to interpret the data and make sense of it all. That's where we come in. Our systematic approach enables us to understand your business and swiftly get to grips with what's going on. This enables you to stabilise the organisation and then grow to the next level without undue risk or pain.

Organic growth is sometimes too slow and you might want to explore other options. We have huge experience of helping clients to expand or diversify, including mergers, acquisitions and raising finance.

Exiting a business

One of the hardest decisions is when to leave a business in which you have invested considerable time and effort.

It helps to have a clear strategy and realistic action plan. We have helped many owner managers prepare and sell their businesses. We can manage the entire process from valuing and preparing the business for sale, to finding suitable purchasers and negotiating the sale.

Our considerable experience and expertise ensures that you realise the full business value. Equally important we'll help you plan the disposal to minimise your tax liabilities.

Our **Services**

As chartered accountants, chartered tax advisors and registered auditors we provide a full range of professional services which are tailored to meet the needs of our private clients and their businesses.

Core services

Accountancy

We don't just sort the numbers but bring them to life so you can see exactly what's going on in your business from day to day.

Audit

By conducting this rigorous exercise we can help you improve business performance, minimise risk and build confidence in your business.

Business advisory

Our advice will enable you to make better informed business decisions with greater confidence, ensuring that your business achieves its full potential.

Corporation tax

We will review your corporation tax affairs in a manner to minimise your tax liabilities, whilst ensuring your returns are filed correctly.

Personal tax

We act for both the personal and corporation tax affairs of a client to deliver a consistent tax strategy.

Tax strategy and planning

We analyse your business to find the best and most efficient way to manage tax issues to minimise your liabilities and help with cash flow.



Business advisory services

- **Business planning**
- **Business valuations**
- **Corporate finance**
- **Exit strategy**
- **Litigation support**
- **Mergers & acquisitions**
- **Succession planning**
- **Tax advisory**

We specialise in giving expert business advice to a wide variety of SMEs at every stage of their lifecycle, helping them devise and implement their strategic aims, objectives and plans.

This can involve helping them raise suitable finance, handle mergers and acquisitions as well as planning and implementing exit strategies.

Tax strategy & planning services

- Capital allowances
- Employee share schemes
- International tax issues
- Profit extraction
- Tax efficient business structures
- Tax minimisation
- US tax planning & returns
- VAT advice

By analysing your business we work out the best and most efficient way to manage tax issues. We also make the most of any available reliefs, tax losses or deferment opportunities in order to improve payments or help with cash flow.

Whatever your tax challenges we will devise the most advantageous solution.

Support services

- Company secretarial
- Payroll
- VAT

We can also administer your payroll and take over all your company secretarial duties as well as VAT compliance.

This frees you up to concentrate on your core activities confident in the knowledge that these time consuming functions are being professionally handled by people who are experts in the detail.

Our People

Our principals are technical experts in their respective fields and have acquired many years of practical experience across a wide range of different sectors and situations.

You can be confident that whatever challenges or issues you face they will not be strangers to them. You will always deal with the same member of our senior team to ensure that you are assisted by someone who understands your needs.



Gary Chapman • Director

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Gary works with organisations from many different business sectors. He oversees the technical aspects of our audit and accounts department.



Damian Talbot • Director

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Damian is a chartered accountant and tax advisor who works closely with start-ups and growing businesses. He is also an enrolled agent for US tax.



David Collins • Manager

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David has considerable experience of working with owner managed businesses, assisting them with their corporate and personal tax compliance and providing tax advice.



Colin Edney • Director

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Colin provides practical advice to growing businesses. Experienced in due diligence, corporate finance and business valuations, Colin also works closely with our solicitor clients.



David Bayman • Associate

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David looks after the accountancy, tax and company secretarial needs for a variety of small and owner managed businesses operating across many different sectors.



Karen Boland • Manager

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Karen is our payroll manager responsible for a portfolio of many small and growing owner managed businesses as well as large corporate payrolls.



Jon Last • Director

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Jon advises clients operating in a wide range of industries on compliance matters and ways to improve company efficiency and profitability.



Ryan Lane • Associate

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Ryan specialises in advising private clients and owner managers on taxation. He is equally conversant with the complexities of cross border personal taxation.



Francis Kershaw • Tax Manager

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Francis joined Warrener Stewart as a tax-specialist in December 2014. He has extensive knowledge of tax and investment planning having previously worked in one of the 'Big 4' firms.



Nick Morgan • Director

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Nick specialises in working closely with owner managed business to help them grow and develop; his expertise has been invaluable to a number of privately owned schools.



Stuart Barbour • Manager

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Stuart oversees tax compliance for both personal and corporate clients, from self-employed individuals through to groups of companies and non-resident landlords.

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Warrener Stewart, helping your business fulfil its potential and you achieve your personal goals.

