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On the move and in the cloud

What it takes to grow 25% year on year

Building an accountancy service from the ground up is no easy feat. Try growing your annual revenue along a steep curve and it's even harder.

Thomson Reuters Tax and Accounting

Business owners in the tax and accounting industry are facing increasing digital disruption and a new generation of clientele. But are they braced for what's to come? According to research by CPA Australia,

92% of accountants are not feeling future ready*.

If this describes you, then gearing yourself up for the future may be simpler than you think. Take Jen Heath, Brisbane-based owner of *Blue Ribbon Accounting* for example. She's one of our *Onvio* customers - a cloud based, end-to-end tax and practice management software.

Blue Ribbon Accounting has held a strong track record over the last ten years from its humble beginnings in Brisbane. Naturally, we had to find out why.

Ms Heath runs a mobile accounting, advisory and tax returns business, primarily serving her clients in their homes, usually over a cup of tea or coffee.

“Face to face service is so important. We are looking after people's personal and financial well-being, so a solid relationship, solidified with trust and assurance is necessary,” she says.

Prior to launching *Blue Ribbon Accounting*, Ms Heath drew on her early career years at a big corporate firm to identify the ideal service for her customers. Essentially, the experience provided clarity on what to move away from.

“The traditional view of the accountant and the confinement



that comes with larger practice is something I do not identify with. My clients are not a number in a churn and burn business.”

Part of this break with tradition includes Ms Heath paying visits outside typical hours when needed, as her busy customers often run businesses of their own.

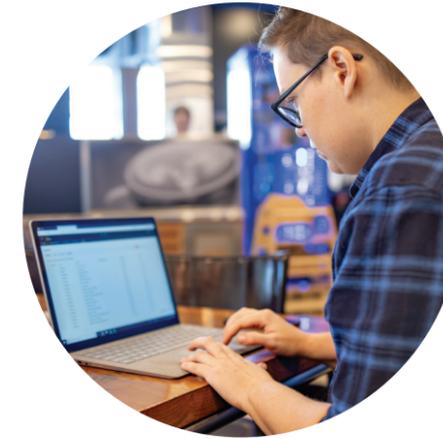
Accounting business essentials

There are two features Ms Heath's service could not survive without: the ability to operate 100% mobile and adopting the latest and most efficient technologies.



“I'm on the road all the time. All I need is my laptop, an internet dongle, my mobile eftpos and I am set. Thanks to this, I have an exceptionally strong referral base and will be looking to expand in the short term,” says Ms Heath.

When you're relying on software to help streamline your services, opting for products which cater to your needs is vital. That's why Ms Heath dabbled in desktop programs before moving to the right cloud-based solution for her business.



“I now use *Onvio*, which has enabled me to grow 25% year on year due to sheer mobility. It is easy to use and intuitive, a big step up from other programs I've used.”

“Thanks to *Onvio Tax*, I'm able to lodge on the spot, print to PDF and email the client. It is honestly that simple,” she adds.

Ms Heath added that *Onvio* has helped her develop strong billing relationships and enabled her to track distributions and dividends.

As for the introduction of *MyTax* in recent years - a common elephant in the room for accountants - Ms Heath said its impact has been interesting.

“Some clients have left me for *MyTax*, but often they come back after realising they need more advice! What I give them is the confidence that they're getting the best return.”

The modern day accountant

Through dealing with a range of clients over the years, Ms Heath has become well attuned to what Australians are looking for in a go-to accountant.

“People want to be understood. For me, understanding their business and the challenges they face is paramount to offer the service they require. It is important for me to make them feel comfortable. After all, they are trusting me with their business,” she says.

As for the qualities the “future ready” accountant should have, Ms Heath says you need to be driven and deeply understand your clients' needs.

“It's all about providing a personal touch, adding in life experience and being able to understand exactly what people are looking for,” added Ms Heath.

Through her efficient and future-thinking style of working, Ms Heath has managed to devote more time to building rapport with her customers.

It's a simple, yet effective way of doing business.



Learn more

Call 1800 074 333 or visit tax.thomsonreuters.com.au/onvio for more information or to sign up for a free demonstration.