WHAT CAN A PROFESSIONAL ACCOUNTANT (SA) DO FOR YOU?

Business owners typically have many questions about what a Professional Accounting (SA) practice might have to offer. When choosing a Professional Accountant (SA) ask about the following advantages:

• Trust, competency, and responsiveness

Numerous studies have found that professional accountants are the top choice for business advice. The reasons are three-fold: they have a reputation for trust, competency, and responsiveness. A Professional Accountant (SA) is required to adhere to fundamental principles of professional ethics such as integrity, objectivity, professional competence and due care, confidentiality and professional behaviour.

• One stop shop

A Professional Accountant (SA) is able to offer access to a wide range of high quality, tailor made professional services that go beyond their core areas of expertise in much the same way that larger firms do. They do this by maintaining relationships with various other professionals that meet their clients’ diverse business needs. These professionals might extend to trusted experts from other disciplines, including bankers, lawyers and IT specialists who serve small businesses. A Professional Accountant (SA) seeks out the most respected professionals in their fields and then works in close collaboration with them as their clients’ needs arise. This network of professionals also makes it possible for a Professional Accountant (SA) to get quick answers to client questions that fall outside their areas of expertise. You should ask your Professional Accountant (SA) about their network of business contacts.

Broad range of professional services

A Professional Accountant (SA) typically offers a wide menu of professional services from Independent Review, accounting and tax, to various forms of business advisor services such as those listed below, freeing business owners to spend their time where it is most useful - running their businesses.

– Prepare financial reports in terms of required standards.
– Interpret financial reports and suggest solutions to problems.
– Assist with strategy planning and execution.
– Assist in the formulation of business plans and financial forecasts.
– Help control costs through cost accounting.
– Assist in identifying and managing risks.
– Advise on suitable business structures.
– Perform business or business unit valuations.
– Advise on relevant regulations-HR, safety and environmental.
– Provide strategic HR advice.
– Advise family businesses on financial and succession planning.
– Tax services.
– Any other professional services.

• Customisation

Professionals working as a Professional Accountant (SA) develop a thorough understanding of each of their clients. Professional Accountants (SA) are themselves effective practices, who typically deal exclusively with small, medium businesses in the SMME sector. As such, they share and have a deep appreciation of your business’s unique strengths, weaknesses, opportunities and challenges. As a result, a Professional Accountant (SA) is able to offer advice that is closely tailored to your business and its needs, addressing challenges as well as anticipating and creating opportunities for success. They tailor their services to match your needs rather than offering off-the-shelf, one-size-fits-all solutions.

The Professional Accountant (SA) develops strong and lasting relationships with clients in their communities. Their own success depends on your success.

• Personal attention

When you work with a Professional Accountant (SA), you can expect to work with someone who will respond promptly and be available to meet with you in person. In your initial meeting with a Professional Accountant (SA), ask if he or she will be available on a regular basis and be directly involved in providing services to your business. This type of personal service is standard practice for a Professional Accountant (SA).

• Close relationship

A Professional Accountant (SA) develops strong and lasting relationships with clients in their communities. Their own success depends on your success, so they work hard to create and nurture strong relationships with clients based on common interests. Ask them about how they have helped other clients achieve their business objectives.
With today’s rapidly changing economic landscape, small businesses like yours seek specialised accountancy services, objective guidance, and trusted business advice more than ever before. A Professional Accountant (SA) can be counted on to help as they possess the financial and business skills crucial both for your small businesses’ survival and growth, as well as for cost-effective compliance with regulation. Professional Accounting practices in particular, are natural partners for small businesses, often acting as financial coaches or mentors for small and medium business owners. Professional Accountants (SA) have long been regarded as trusted and competent business advisers for their clients, providing high-quality and affordable professional services to meet broad range client needs. Their services range from the more traditional services, independent review, accounting, and tax, to value-adding business advisor services. A Professional Accountant (SA) provides these services in a customised and personal manner.

Professional Accountants (SA) are natural partners for small businesses, often acting as financial coaches or mentors for small and medium business owners.

FOR MORE INFORMATION
If you would like to learn more about SAIPA and what a Professional Accountant (SA) has to offer, please contact:

- Practice Name:
- Member Name:
- Member Tel:
- Member Cell:
- Member Email:

or Contact:
The South African Institute of Professional Accountants (SAIPA)
Tel: 0861 172 472
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This brochure was produced by SAIPA for its practicing members.
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Visit our website at www.saipa.co.za or contact us on 08611 SAIPA (72472)