



CERTAX

accounting

Professional Accountants
& Tax Advisers

FRANCHISE PROSPECTUS

A smart way to set up your Accounting Practice



THE CERTAX MISSION

The Certax Accounting Franchise strives to provide its partners with a positive return on their investment whilst creating and supporting peerless Accountancy and Tax Professionals. You will be provided with best-in-class resources, enabling you to advise and help businesses, therefore, ensuring their success and profitability.

The Certax Franchise difference

Certax Franchise has a tested and proven model that has been optimised over 20+ years and enhanced continually. You will benefit from a dedicated, responsive and highly-skilled Head Office Team bursting with expertise. You will also receive ongoing technical, marketing and compliance support. This, of course, includes intuitive and market-leading technology that will enhance your Practice capabilities. This commitment inevitably means that our Accountant's become specialists in their field.

 **0800 0283 018**

 **ca@certax.co.uk**

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 **Certax Accounting**

 **@certaxaccountingltd**

 **Certax Accounting Franchise**

Our Concept

We aim to upskill suitable professionals in the disciplines required to set up and operate their Accountancy Practice. Combined with best-in-class, time-saving software, this enables our Franchisees to comply with the day-to-day Accountancy and Tax requirements of small and medium-sized businesses. The Certax Franchise Model promotes efficiency. Therefore, our partners can spend more time advising their clients on other financial aspects to make their business more profitable.

History

Launched in September 1999, Certax Accounting has continued to grow and produce Professional Accountancy Practices for over twenty years. It is represented Nationwide with Franchisees situated throughout the United Kingdom. We are considered a major force in the Accountancy sector. Our established network embodies quality and professionalism, which has led to Certax Accounting becoming one of the leading Independent Accountancy and Taxation Franchises in the country.

The Model

To find out more about our exciting Franchise opportunities, please visit certaxfranchise.co.uk where you will find all the information you need. Here, you can also complete and submit the application form, and a member of our Head Office team will contact you to arrange an initial telephone appointment. Alternatively, you can call us on **0800 0283 018**. After the initial telephone appointment, we will arrange for you to attend one of our Presentation Days on a date and time convenient to both parties.

The process begins with our assessors selecting the best candidates, who then attend one of our initial training courses run within the Certax Accounting Academy. We have Accountants coming from all different backgrounds with the right attitude and mindset. Their Practice will commence operating once the initial training course has finished. Our Business Coaches and Marketing Team then take over to ensure the practice acquires new clients and the growth of the business begins. The Franchisee will have full access to our technical team to answer any questions that may arise or offer guidance when needed.

Our innovative Franchise Model will enable you to spend 3 days at one of our flagship office locations, which is a fantastic opportunity to learn high-level skills and knowledge from a leading Franchise Director.



Location: Certax Accounting St Albans.

Background: After qualifying as an Accountant, I went to work for big household brands such as Mothercare and Santander. After my first child was born, I realised I wanted to do things differently. Therefore, I started my own business to achieve a great work-life balance.

Success: I became a Certax Franchisee in 2016 after more than 15 years of experience in the corporate world. I chose Certax after much research as their Franchise model provided me with all the support and training, I needed to establish my practice. It allowed me to do things my way whilst still having the valuable support I needed. My business is growing exponentially, and my practice now specialises in property. I have so many plans for the future and cannot wait to see them unfold with the help and support of the Certax Franchise.

OUR UNIQUE FRANCHISING OF THE ACCOUNTANCY PROFESSION

Why choose an accounting Franchise?

It is statistically the safest and surest way to achieve success as a new business venture. Certax Accounting is one of the leading independent Accountancy and Taxation Franchises in the UK, built on solid professional principles that have been tested and proven for 20 + years. The company was founded by Keith Bradshaw, ACA, FCCA, a Chartered Accountant. He is assisted at our Head Office by an impressively talented expert Team which includes Andrew Herring, MAAT, FCCA, a Chartered Certified Accountant. Both belong to leading Accountancy Institutions in the UK. This ensures that the professional ethics and standards adopted by these organisations are passed on and adhered to by Head Office as the Franchisor and to individual members representing our Franchisee network. The Certax Accounting Franchise provides a turnkey model which will enhance your chances of success.

The potential of the SME and business sector

The UK Parliament Business Statistics report (2021) currently shows that there are 6.0 million small to medium-sized businesses in the UK.

These consist of sole traders, Partnerships, Limited Companies, LLP's CICS, and some individuals, all of which must comply with UK Accounting and Tax legislation compliance regulations. These are constantly growing and becoming more complex. Individual business owners are, therefore, becoming ever more reliant on their Accountant and their advice and consultancy. This is so that they not only comply with this ever-increasing legislative requirement but also receive the best advice to ensure their business continues to grow and thrive in today's competitive business environment.

The Accountancy Profession

Our profession requires that we keep pace with the ever-changing legislative and technological demands sweeping through our industry. For example, HMRC has introduced a Making Tax Digital (MTD) requirement, which will ultimately include all forms of business entities. One of the impacts of MTD is that a suitable independent software package is made available to all businesses to ensure their compliance with this requirement.

Certax Accounting is at the forefront of today's Accounting and Tax software development. We ensure that all our Franchisees and their clients have access to the most appropriate cloud-based technology. Consequently, it has never been easier for our Franchisees to comply with HMRC's onerous requirements whilst enabling their clients to provide up-to-date information about their business, crucial to its continued success.

THE SKILLS YOU NEED AND THE SUCCESS YOU CAN ACHIEVE

Prospective Franchisees

As a potential Franchisee, you must possess a proactive, determined and ambitious mindset that will enable you to make your Certax Accounting practice operate profitably. You must be willing to scale up and be open-minded in operating your Certax Accounting practice, making decisions (with our guidance where needed). You must demonstrate a willingness to follow our proven franchise model and adopt our best-in-class and innovative systems. You will not necessarily be a Qualified Accountant but will have a background that will bring relevant experience to the table.

Professional Accountancy Qualifications

In 1880, the Institute of Chartered Accountants (ICAEW) received its Royal Charter. It is, therefore, the oldest Accountancy body in the UK. The Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA) are also leading bodies in our Profession. The Association of Accounting Technicians (AAT) is a highly regarded qualification in its own right. It is also a stepping stone to the professional qualifications above. Certax Accounting is proud of its Chartered Accountancy “Authorised Training” Status. If you wish to study to become a Chartered Accountant whilst operating your practice, we can assist you.

Finances

1. New Practice within 12-18 months | Recurring Fees per annum = £65,000 | Projected Net Profit = £45,000.
2. Establish Practice over 3 years | Recurring Fees per annum = £250,000 | Projected Net Profit = £85,000.

Exit Strategies

There will eventually be a time, for numerous reasons, when you may wish to dispose of your practice. In such situations, the accountancy profession has a generally accepted principle that your business/practice would be valued at 1 – 1.5 x your Gross recurring fees (GRF). Therefore, a business/practice with GRF of £100,000 would generally be able to expect disposal proceeds upon sale of £100,000 - £150,000.

We can assist with your disposal in three main ways, and these involve:

1. Finding an existing Franchisee to purchase your practice.
2. Finding a new franchisee who may be interested in your area.
3. Finding an independent practice to acquire a block of fees. Subject to the terms of the Franchise Agreement, and payment of a small exit fee, the proceeds would be entirely yours.

SUCCESS STORY



Jie Bateman

Location: Certax Accounting Aberdeenshire.

Background: After more than a decade of working in practice and industry, I became a Certax Franchisee in 2016. I enjoy working for myself, and the adaptability around my family schedule is what first enticed me into researching franchise options.

Success: Certax provided me with opportunities for training and support that enabled me to set up my practice. I could, therefore, immediately focus on the customer service aspect of my business which is very important to me. The Certax Franchise helpline is open daily for any queries, which has been of great assistance to me. Flexible working hours suit my lifestyle and enable me to get the perfect work-life balance. Being part of the Certax Franchise network has helped my business flourish, and I can see it growing even more with the continued, invaluable support of Certax.

THE CERTAX ACCOUNTING FRANCHISE PACKAGE

Our objective and commitment to you

Our commitment is to provide all Certax Accounting Franchisees with best-in-class training and the tools to enable their personal and professional development. The length of each training programme varies and is dependent on whether or not the Franchisee is professionally qualified.

Our Training Academy consists of professionally Qualified Chartered and Chartered Certified Accountants. The team is highly regarded, yet humble, with an unwavering desire to take our Franchisees to the next level. You will benefit from the highest level of expertise and technical knowledge gained from extensive experience in operating in private practice. This support infrastructure is invaluable to new Franchisees. Upon opening your doors to the public as a practising Accountant and Tax Advisor, you will have unlimited access to our Technical Team. It consists of experts based at our Head Office who will help you with any technical or operating issues which may arise.

Marketing

The other vital ingredient of our Franchise package is the Marketing Team. It is responsive, engaging, highly skilled and in-house, to ensure quality. It also operates at the forefront of digital innovation. Its ultimate goal is to ensure that your practice grows as quickly as possible with new clients including Limited companies, Sole Traders and Partnerships. A combination of finely tuned, innovative marketing tactics, business coaches/mentors and inbound leads will be the means of achieving this, starting with 15 appointments in the initial weeks of opening.

Why SMEs and Directors choose a Certax Accountant and Tax Advisor

Most practices of our existing Franchisees have grown for two reasons:

1. Increased Accountancy and Tax work is needed to comply with growing legislative demands.
2. Increased client dissatisfaction with the services provided by their existing Accountants.

You could offer your clients the benefits that come with being a member of a national organisation of professional Accountants. They would have access to qualified Accountants, Tax Advisors and a range of specialists.

Fee Levels

You will need to be able to calculate fee levels including various models such as time-based and fixed to give clients an estimate of your costs. The Training course includes an entire session on time management and fee level calculation. Certax Franchise has mastered fee levels which means you will be able to calculate your fees at the right level to win clients. You will be given ongoing support and insights which will help you to develop a competitive fee structure. Training includes complete knowledge about maximising time management.



Location: Certax Accounting Sunderland.

Background: I became a Certax Franchisee in 2015 after more than 25 years in the corporate world, working in several senior finance roles. I had always fancied working for myself and knew that I had the skills to provide a great service to small businesses, but I hadn't worked in practice for nearly three decades. Certax provided a "turnkey" solution that provided all the support and training I needed to establish my practice. This meant that I could focus on dealing with clients, which is what I am good at, straight away.

Success: Being part of the Certax family has allowed me to grow my accountancy business and enjoy being in charge of my destiny, as well as having the satisfying working environment that I was looking for. At the same time, I have enjoyed meeting and comparing notes with like-minded colleagues in the other franchises. This has provided valuable support to my business.

The Certax Training Academy

The purpose of the Certax Academy is to provide an initial training course which can vary from 3 days to 4 weeks in length. Each course will provide you with sufficient knowledge to be able to:

1. Prepare monthly/quarterly management accounts.
2. Prepare annual accounts of non-limited company entities and statutory accounts for limited companies.
3. Complete day-to-day bookkeeping entries on various software platforms.
4. Complete monthly management and annual accounts case studies.
5. Complete case studies to gain competence in accounts preparation and tax compliance work.
6. Understand VAT and MTD requirements using relevant software packages.
7. Understand and complete payroll and auto-enrolment exercises.
8. Comprehend SA100 compliance needs and complete self-assessment study exercises such as CT600's.
9. Comprehend recurring aspects involving income tax, corporation tax and capital gains tax legislation.
10. Learn the software needed to operate your practice from an admin and client compliance perspective.
11. Learn about standard letters, practice management and money laundering prevention requirements.
12. Operate the sales and marketing tools, understand legal and ethical and GDPR rules.

The most appropriate package for your skills and professional background will determine the length, duration and which of the above topics will be included in the initial training course.

You will also be invited to our bi-annual Technical Seminars necessary to keep all our members updated with the latest innovations. This will also contribute to all Qualified Accountants' CPD requirements.

Please contact the Head Office for the dates of our forthcoming courses.

Certax Franchises are modern and innovative. They have successfully built on their consultancy capabilities and advisory level services to reduce dependence on more mature accountancy functions. Consequently, they have become thriving multi-disciplinary businesses.



Location: Certax Accounting Stratford.

Background: After spending 15 years trying unsuccessfully to fit in the corporate world, I realised that I needed to run my very own accounting practice. But of course, I had no idea how to do that!

Success: I needed the assistance of a well-respected and established organisation to provide the expertise and support required, as well as the freedom to express myself and make my own business decisions. I also wanted to be part of something special. That's how I found Certax Accounting. Being part of the Certax Accounting Franchise network has given me the tools I need to make my dreams come true. Thank you, Certax!

RAISING FINANCE

Summary of Benefits	Book- keeping Package	Full Accountants Package	Qualified Accountants Package
Initial 1-month marketing campaign, focused on generating publicity	✗	15 local business leads	15 local business leads
Technology bundle, including a premium laptop or desktop, and Microsoft Office	Optional Extra	✓	Optional Extra
Accounting and Taxation training, to enable you to run your Practice	Tax Calc, Book-keeping, VAT and Payroll software	✓	✓
Tuition Study Packs and Support	✓	✓	✓
Comprehensive start-up support and unrivaled client-focused helpline	✓	✓	✓
Personalised stationery and business inventory for the launch of your Accounting Franchise	✓	✓	✓
The Advanced Digital Package - our tested solution to manage your online marketing needs	✗	Optional Extra	Optional Extra
Smart, Tested, Proven training programme provided by qualified Accountants and specialists. Held in a working Practice environment, with live case examples, intensive tax training and course material	✓	✓	✓
Accommodation close to training site	Optional Extra	✓	Optional Extra
Certax Success Accelerator Programme - our exclusive 4-month Training Programme with masterclasses, workshops, 1 to 1 coaching and more	✗	✓	✓
License Fee to use Certax trademark	✓	✓	✓
Total before VAT (Reclaimable)	£10,995	£26,750	£16,750

+ Working Capital			
Management Service Fee			
There will be a management service fee to cover support and periodic seminars, in accordance with schedule 9 of the Franchise Agreement, which states:			
On first £100,000 of GRF	8.5%	8.5%	8.5%
On next £100,000 of GRF	6%	6%	6%
On GRF over £200,000	2%	2%	2%
Minimum monthly management Service fee (Payable 3 months after cessation of course)	265 + VAT	£265 + VAT	£265 + VAT

YOU SHOULD MAKE PROVISION FOR A MOTOR VEHICLE FOR BUSINESS USE

Raising Finance

Certax Accounting have arrangements in place with all the leading UK Banks that would enable you to raise finance for the initial franchise fee investment.

We will help you to present your case to the banks including the preparation of a business plan and cash flow projections.

CERTAX SPECIALIST PARTNERS



Andrew Herring
Chartered Certified Accountants 



Keith Bradshaw
Chartered Accountant



talbotandmuir



SUCCESS STORY



Ashfaq and Ishtiaq Ahmad

Location: Certax Accounting East Kent.

Background: We had an unwavering desire to positively impact the businesses which operated in the community where we lived. There was a lack of Accountants who were proving great value for money to their clients. We saw a gap in the market and were the first to offer an unlimited advice and service model. Having achieved great successes at CitiBank and global manufacturing companies, it was the right time to start benefiting from a better work-life balance.

Success: We decided to pour our vast expertise and knowledge into a joint goal of making a positive difference in the local community. Our natural passion for business and entrepreneurship led us to research Franchise opportunities within the accounting sector. We had heard of Certax Accounting before, so we looked into their Franchise package first. Securing the best return on investment was the key for us. More important, however, was being part of a successful and trusted national accounting network with a proven and tested franchise model. We also wanted to benefit from best-in-class technical support, a regular stream of qualified leads and an innovative and highly skilled marketing department. Certax Accounting exceeded all of our expectations, and 10 years later, we have 2 practices that are both thriving and now have a combined team of 20+ professionals and over 2,000 clients.

ACQUIRING A BLOCK OF FEES



Acquiring a block of fees

At Certax Accounting, Head Office Directors Keith Bradshaw, ACA, FCCA and Andrew Herring, FCCA, MAAT, have a wealth of experience in purchasing fee banks to enhance client numbers and give immediate client base growth or starting point.

The process of acquiring a fee bank starts by identifying a practitioner who is looking to dispose of all or part of their client base. We can assist in this initial stage, and indeed the number of practitioners now wishing to dispose of their practice due to the ever-increasing burdensome legislation and compliance requirements are expanding as a result.

We can offer guidance and advice during the whole process of making an offer, assessing the true value of the fee bank and negotiating a favourable price.

The terms of the agreement should include a fair and practical “clawback” clause, and the whole process should be workable between the outgoing practitioner, clients and the buyer.

Bank Contacts

To assist franchisees with any financial requirements they may have we would recommend the banks who have already assisted a number of our existing franchisees:



HSBC
Franchise Unit,
12 Calthorpe Road,
Birmingham, B15 1QZ
www.hsbc.co.uk

Ken Braddock
Tel: 0121 455 3438
franchiseunit@hsbc.com



Lloyds TSB plc
Franchise Unit,
2nd Floor, Northgate
House, Kingsway,
Cardiff, CF10 4LD
www.lloydstsbbusiness.com

Mr. Richard Holden
Tel: 02920 355971
franchising@lloydstsb.co.uk



NatWest
Natwest Franchise Section,
Level 2, 2 Waterhouse Square,
138-142 Holborn,
London, EC1N 2TH
www.natwest.com/franchise

Mr Mark Scott
Tel: 0800 092 9117
franchise.retailbanking@natwest.com



The Royal Bank of Scotland plc
RBS Franchise Section,
Level 2, 2 Waterhouse Square,
138-142 Holborn,
London, EC1N 2TH
www.rbs.co.uk

Denise Aitchison
Tel: 0800 092 9117
franchiseRBS.RetailBanking@rbs.co.uk

Business support finance is available from our banking partners above.

Please note that information regarding our own financial position can be acquired from Companies House in the form of our Financial Accounts.

Is franchising worth the investment compared to starting my practice alone?

By entering into a Franchise business, you are investing in tried and tested systems proven to be successful. All legislative and compliance requirements are noted and provided for by the franchisor. There is more risk attached to a lone business operator in that there is more trial and error involved which means a more costly and time-consuming period is spent finding what works and what does not. Certax Accounting has a wealth of experience in both franchising and operating an established Accounting and Tax Advisory practice, to be passed on and used by its Franchisees.

Will I be at a disadvantage not being a professionally qualified Accountant?

With 100's of franchises over 20+ years, we have no evidence to suggest that there is a disadvantage in not being a qualified accountant. The unique benefit of belonging to the Certax Accounting franchise is that many of our Directors and Technical Advisors are indeed Professionally Qualified Accountants and Tax Advisors, meaning that should a Franchisee require the expertise of such a person - this can be arranged quickly.

However, the overwhelming majority of all the day-to-day activities carried out in a busy high street accounting practice can be done by well-trained and supported Franchisees without the need for any formal qualifications. Being a Certax Franchisee can lead to professional qualifications with the AFA or any other accounting body.

How do I start the process of obtaining a loan to help finance the cost of the Franchise?

An application for business finance starts with the preparation of a business plan to be assessed by the lender. Certax Accounting can provide you with a pro-forma business plan populated with expected average figures for revenue and costs for yourself to personalise. Lenders expect approximately 33% of the total borrowing figure to be provided by the loanee. The lender then provides the remainder. Certax Accounting is a highly regarded proven franchise organisation of over 20 years standing known by all the major lending Institutions. Introductions can be arranged at your request.

What independent source is there to verify the integrity of your Franchise?

After reviewing your CV and attending our presentation day, you will be able to contact and speak to any of our Franchisees. We will assist in this process by identifying relevant franchises such as members close to your local area, new members, established members and so on.

What ongoing fees will I incur with the Franchise?

The ongoing fees incurred throughout the term of the Agreement will consist of the monthly management service fee of 8.5% of your monthly fee income or a flat £265 per month, whichever is the highest. There is also a central marketing fund to which you will make a contribution of £450 (+ VAT) per annum.

Should I operate as a Limited Company or a sole practitioner?

There are many considerations to take into account when deciding upon the business entity you should operate from. Primarily, you should take into account the tax implications of a limited company status compared to non-limited company status. This comparison will differ for each individual depending upon their personal circumstances. Other considerations would include kudos, status, credibility factor associated with limited company status and privacy or lack of privacy attached to financial statements of limited company status. We can advise and offer guidance on this at your request.

How intense is the Initial Training Course?

The Qualified Accountants Package: initial training course is 3 days in duration and is aimed at professionally qualified Accountants including ACCA, CIMA, ACA and AAT. It may also be appropriate for people qualified by experience. Attendees must have up-to-date working knowledge of general accounting principles. The course would build on this and cover current tax legislation along with recommended supporting software.

The Full Accountants Package: a 4-week course aimed at financially capable persons who may not specifically have current knowledge of general accounting principles or tax legislation. This course is much more intense, covers a much wider variety of subjects and includes a greater number of case studies to be completed.

The Book-keeping Package: a 3-day course and includes general double-entry book-keeping principles, MTD, VAT, Payroll, monthly management accounts and SA100 tax returns.

Will my Certax practice be able to operate on an equal footing with an established high street practice?

You should be able to offer all the mainstream services of an established high street Accountancy practice except for Statutory Audit services which are now very uncommon due to the recent exemptions available to the majority of trading companies in the UK. Therefore, such services have little or no effect on the success or profitability of the general accountancy practice.

Do I set my fees or are they fixed from the Head Office?

Guidance is given on the course regarding the pricing of services offered. This will vary depending on whether the work is measured on an hourly basis or a market value basis per completion of the specific task. The course will cover those types of work usually measured on an hourly basis, for example, “one-off” tasks compared to annual repeat work such as preparation of annual accounts. You would also be able to contact the technical help team for further guidance when you are quoting fees in the real world.

I do not consider myself to be a good salesperson - how can you help me with this?

One of the big advantages of joining our organisation is that you will have your very own Marketing Department to assist you with the growth of your client base. This will start with 15 appointments with businesses in your area. You don't need to do anything to achieve these, therefore the initial contact and marketing of your practice are done for you. Your part in the signing-up of those clients only starts when they have expressed an interest in hearing about your services.

A large part of the selling has therefore already been done on your behalf, although you will have to exercise some selling techniques at the meeting itself. Thereafter, we will be working hard to produce inbound leads and coaching/mentoring yourself regularly, especially in the initial stages of your business.

Would I be able to operate in my home town area and would I need an office?

We aim to provide you with territory in an area that includes, or is as near as possible, to your home town. Our experience is that an area with at least a 3,500-business count is of an adequate size to build a successful accounting practice. So, your territory would include a mixture of Limited Companies, Sole Traders and Partnerships of approximately this number. There are several options in respect of your place of work; operating from home is a possibility. However, it is expected that you would very quickly outgrow this option and would need to source office accommodation within a short period. A more long-term option would be to consider a serviced or independent office in primary or secondary locations. We would be able to offer guidance on this at your request.

Is it compulsory for me to occupy a shop front office?

Our policy, wherever possible, is to allow as much freedom of choice to the Franchisee as possible. However, we think that your choice of office accommodation will indeed play a big part in the marketing and speed with which your client base will grow. In our experience, the fastest-growing franchises are accommodated in office or shop front premises in primary locations. We will discuss your options in-depth at our Presentation Day meeting.

Can I exit from the Franchise if I decide not to continue?

There are two situations referred to in the Franchises Agreement covering the termination of the Agreement. The vast majority of people who join our organisation realise that their decision to join the Franchise should not be taken lightly. Indeed, the investment alone is significant, as is the commitment required to build a successful practice. There are, however, occasions when mistakes are made and the individual wishes to walk away from the arrangement. The first situation covers the decision to terminate before the expiry of the Agreement, in which case there is a termination payment of 2 times the current annual management service fee. The second situation occurs when a Franchisee has reached the termination date and wishes to break from the franchise and “go it alone”. In this case, a termination payment of 1 times the annual management service fee would be due.



Olusegun Kazim

Location: Certax Accounting Basingstoke and Newbury.

Background: I joined the Certax Franchise network in 2012 following more than two decades in the “Big 4” accountancy firms and other Internal audit management roles within the financial services industry. I had considered three other franchise options and visited their stands at an exhibition in London and their offices to get more information. I eventually decided on Certax because, in my analysis, I considered the organisation to be the best in terms of value, flexibility, opportunity and available support. I felt confident that I would get new clients in the early periods of starting my business.

Success: My firm has grown and expanded within my territory over the years with clients in several business sectors. I have also been able to employ a whole team due to the growth experienced – and the fun part is that – we are still growing! I now have a valuable business that gives my team and me a brilliant work-life balance and job satisfaction. One of my best decisions in business was joining Certax!

THE HEAD OFFICE TEAM

Keith Bradshaw ACA, FCCA	Chartered Accountant Director Founder CEO of Certax Accounting Ltd
Ishtiaq Ahmad B.Com, MBA, AFA, AIA	Franchise Development Director
Andrew Herring MAAT, FCCA	Chartered Certified Accountant Director Technical Team Member
Jon Newton ACA	Chartered Accountant Director Technical Team Member
Ashfaq Ahmad BSc, FFA, FFTA	Director
Cengiz Yildiz AFA, MA	Director
Geoff Noble CTA	Chartered Tax Advisor Technical Team Member
Amy Evans-Robb	Franchise Liaison Manager
Jayne Wright	Franchise Manager
Korhan Karadag-Roberts LLB (Hons)	Head of Marketing
Filip Alexandru Digital Arts BA (Hons)	Multimedia Lead

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CERTAX

accounting

Professional Accountants
& Tax Advisers

CONTACT US TODAY AND START
YOUR JOURNEY WITH THE
CERTAX FRANCHISE

The Franchise which
embodies quality and
professionalism

CERTAX SUCCESS ACCELERATOR PROGRAMME



An exclusive 4-month Training Programme from Certax

A place at the next AVN Masterclass

In-depth training to help you create the practice you really want.

Fortnightly 1 to 1 coaching from a Practice Growth Expert

Tailored support from an experienced business coach.

Powerful training workshops

3 full day workshops plus approx 10 x 1 hour lunchtime sessions.

A full suite of accountancy practice systems

Checklists, forms and scripts to make your practice run more effectively.

Over 1200 powerful growth and business improvement exercises

Each of which provides material to run a 1 - 2 hour consultancy session.

Time's Up and OnTrack Software tools

Helps you present proactive recommendations to clients.

Proven, effective Business Consulting methodologies

5 actionable steps to success.

In collaboration with





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