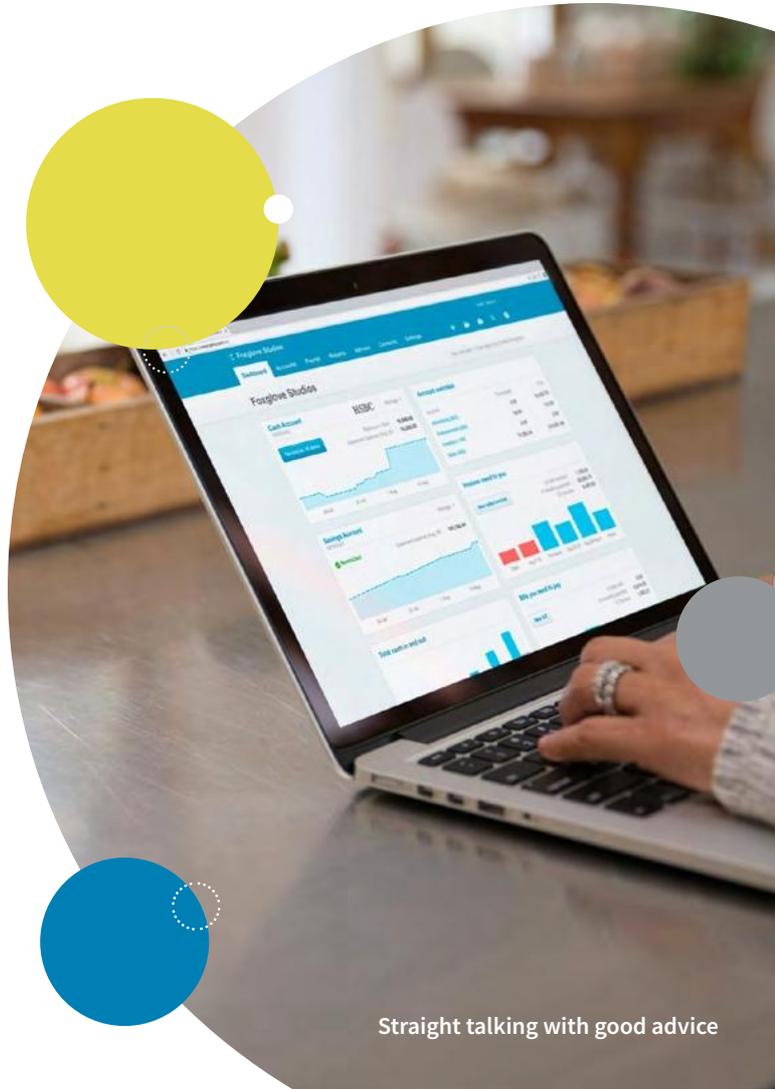




Xero: Small business accounting software that's beautifully simple



CARDENS
Accountants and Business Advisors



Straight talking with good advice

Whatever your business, Xero has tools you'll love

Small business owners are always hunting for cost-effective business solutions. Which is why we help our clients utilise Xero, one of our recommended online accounting solutions. Xero has all the time-saving features you need to grow your business, including:

Easy invoicing

Create professional recurring invoices and receive updates when they're opened and paid.

Pay bills

Manage your cash flow by scheduling payments and batch paying suppliers.

Fast bank reconciliation

Your latest banking, credit card and PayPal transactions are imported and categorised.

Create purchase orders

Create and email custom purchase orders and copy to bills for payment.

Claim those expenses

It's easy to handle personal expenses – just review and approve receipts.

Inventory

Inventory items speed up invoicing while tracking sales and purchases.

Payroll

Reduce manual data entry and increase compliance with combined payroll and accounting.

Go mobile

The Xero mobile app works with iPhone and iPad and Android phones and tablets.

Connect to 700+ third-party apps

Inventory, invoicing, time tracking, expenses and more all integrate with Xero.

Let Xero do the heavy lifting for you

Because Xero is so powerful, millions of small business owners and bookkeepers use it every single day. Unfortunately, only a small percentage of them have adequate accounting experience to use it to its full potential. It can help you run your business in four key ways:

1. Get your books done faster

Xero can automatically handle tasks that used to take up all of your time. From importing bank transactions to sending invoice reminders, Xero will do the work for you.

2. Feel confident in your numbers

With all your data stored safely and in one place, it's easy to get a snapshot of how your business is tracking. We also have access to your Xero account so we can ensure you meet all your tax obligations.

3. Add more to your software

Look after your staff with Xero Payroll and drive profitability on your projects with

Xero Projects. It's fully integrated with Xero so you can keep all your business information in one handy place.

4. Do business from anywhere, on any device

It's easy to access all your data and Xero tools from anywhere – just connect to the internet. Plus, keep all your essentials like invoicing and payroll at your fingertips with Xero's mobile app.

The Xero expertise you need

Using Xero for your business accounting is unlike almost any other software programme. For many businesses it forms the backbone of their accounting system. That's why our team have spent years learning how to get the most out of the software, and how to utilise it accurately and efficiently.

We don't expect you to be a Xero software expert, so we offer professional Xero training in our office, as well as a variety of free Xero workshops throughout the year.

Our specialists have worked with a wide variety of businesses, in multiple different sectors, so you can be confident that we can help you. And since we already have a good overview of your business, we can tailor each session to meet your unique needs.

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What is your *investment*?

Most accounting and bookkeeping firms would quote you an hourly rate for the work they do.

The trouble with an hourly rate is you have absolutely no idea what the cost will be until after the work is completed. You have to trust that they are keeping an accurate record of how long they are spending, and you have no way to budget for the cost. That doesn't seem right to us... and it's certainly not fair.

So, what we do is give a fixed price (based on your particular circumstances and what you want). That way you can budget and plan. You know with certainty what it is going to cost.

We also know there is no such thing as a one-size-fits-all solution. Every business is different. Your business is unique. So, what we do is give you a choice of different

packages so you can choose the one that best meets your needs. Each of those packages can be further tailored so you get exactly what you want.

Note: In addition to our fee for setting you up you will need to subscribe to the software. However, that's a tiny investment that starts at just £10 per month.



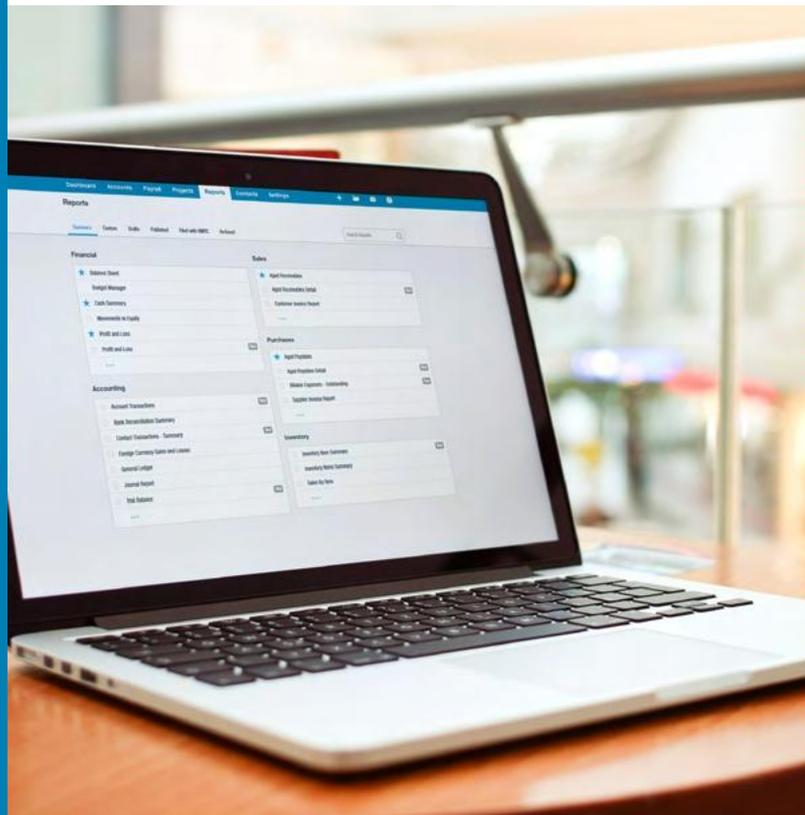
Your options at a glance

The table on the next page summarises what's included in each of our packages. To help you identify the best option for you, here is a quick overview:

Premium set up – This is the best option for business owners who want the most comprehensive training and support for them and their team. This package also includes six months of unlimited telephone and email support from one of our Xero experts, making it our most popular option.

Complete set up – This option is best for business owners who want to get the most out of the Xero software, but with no 1-to-1 training.

Essential set up – Perfect for business owners who are on a tight budget and are happy with a basic setup and comprehensive overview of the software, but with no on-going support.

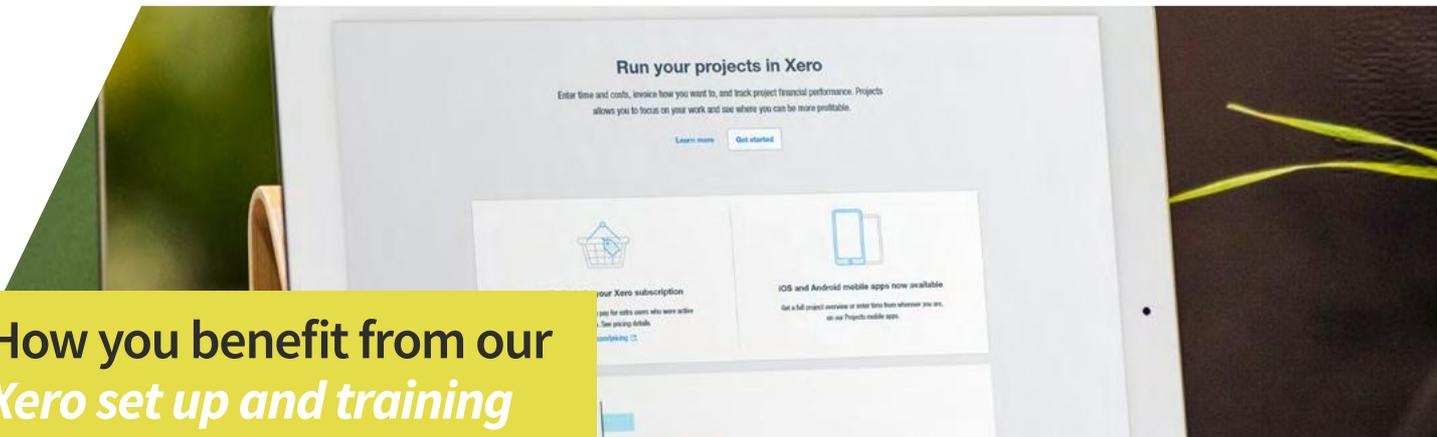


Your options in detail

	Premium set up	Complete set up	Essential set up
Setting up your business on Xero	●	●	●
Unlimited access to our workshops	●	●	●
Xero training booklet	●	●	●
Transfer existing transactions	●	●	○
Your company preferences & templates	●	●	○
1-to-1 Xero training	●	○	○
6 months Unlimited telephone and email support	●	○	○

- Included within the bundle
- Not included within the bundle

Note: The price of this service is fully deductible for tax purposes, which means, in effect, HMRC will refund you a portion of the cost (subject to the rate of tax you pay).



How you benefit from our *Xero set up and training*

Setting up your business on Xero

Setting up a business on any accounting software system is tedious and time consuming. We will do the set up for you, which will save you time to get on with running your business.

Xero educational workshop

Though we're confident that you and your team will learn everything you need to know during our on-site training session, some firms benefit from an even more in-depth, hands-on approach.

That's why we offer a workshop to help take your Xero expertise to a whole new level.

You will:

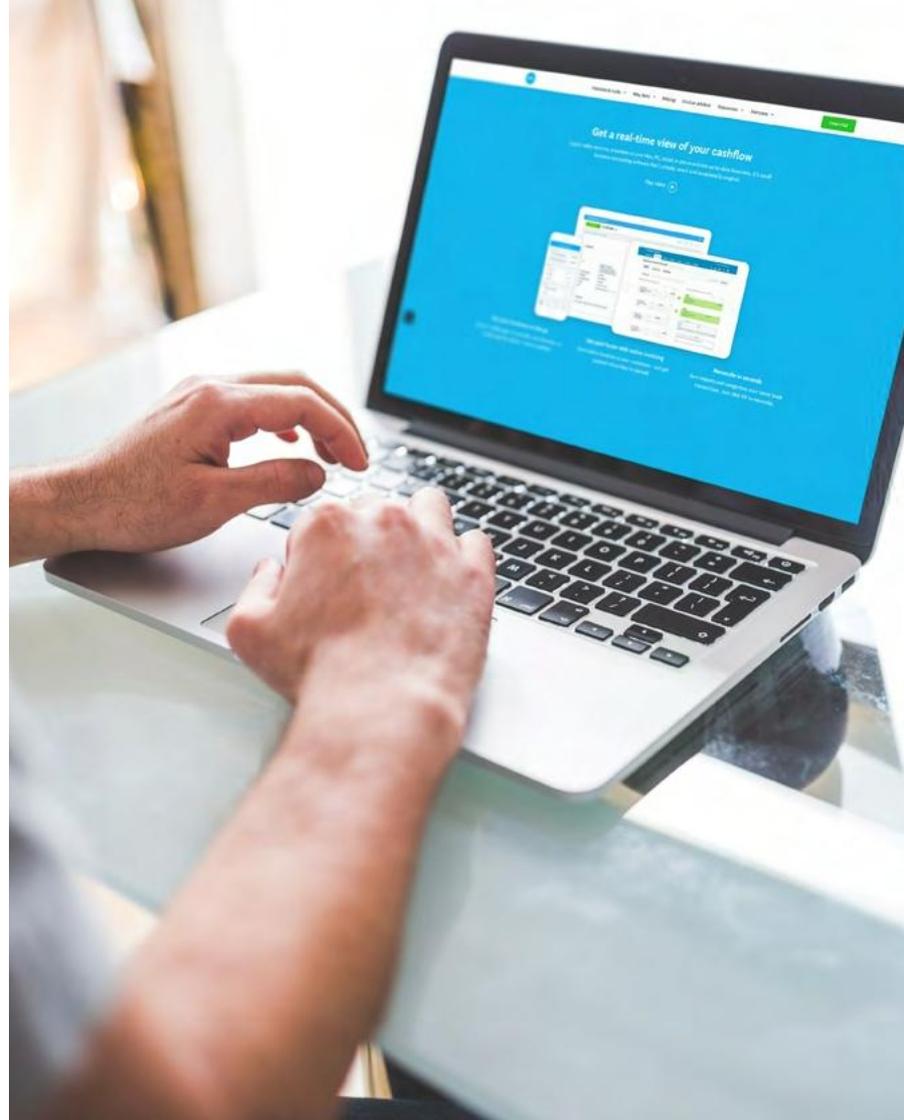
- **Receive a comprehensive overview** of the software.
- **Get an in-depth**, behind the scenes look at Xero.
- **Improve your knowledge** of the software and increase the efficiency and accuracy of your financial reporting.
- **Learn the secrets and shortcuts** to improve your efficiency.
- **Quickly be able to spot errors yourself** saving hours of troubleshooting time.
- **Be able to ask questions direct** and pick the brains of our experts.

Xero training booklet

Even when your Xero training is complete, you get permanent access to our comprehensive knowledge base including video training and help sheets. Not only will this library of resources and videos help you to find the answers to your questions, they will be a useful training tool for when you employ someone new to help in your finance function.

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Even when your Xero training is complete, you get permanent access to our comprehensive knowledge base including video training and help sheets.



The following additional benefits are included within our *Complete Set Up Package*:

This option is best for business owners who want to get the most out of the Xero software, but do not need 1-to-1 training. In addition to all the benefits of setting you up, listed previously, you will also get the following help with getting the best out of your system:

Transfer existing transactions into Xero

If your business has existing transactions, (such as invoices and bills), you'll need to bring those account balances from your old accounting system into Xero. This can be tricky, so we'll take away all the stress of this process by doing it ourselves, giving you peace of mind that it's been done correctly.

Your company preferences and templates

This is where we set up your bank information and templates so you are ready to get started, including:

- **Setting up your bank account** information for payments,
- **Setting up your credit card** information for billing,
- **Setting up your templates for invoices, credit memos and emails,**
- **Auto reminders** for keeping you notified at all times.

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This option is best for business owners who want to get the most out of the Xero software, but do not need 1-to-1 training.

The following additional benefits are included within our *Premium Set Up Package*:

This is the best option for business owners who want the most comprehensive training and support for themselves and their team. In addition to all the previously listed benefits you will also get the following help:

Xero software 1-to-1 training

Learning and getting to grips with new software is not easy. You can waste hours figuring out how to do something and it can get very frustrating. That's why we provide training and education. We want to help you get your finances under control fast and accurately.

After the training, you'll come away with a complete and comprehensive overview of the software so you feel confident to use it immediately.

Unlimited email and telephone support

Feel like you need more ad-hoc support after your training? As part of our premium set up package you get unlimited email and telephone support for 6 months, meaning you have longer to ask us as many questions as you need.

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Popular *add-ons*

Here are some of the most popular things business owners ask for in addition to running Xero set up and training:

Doing your books for you

Every business owner hates bookkeeping and paperwork. Unfortunately, it has to be done. And it has to be done in a prescribed format... otherwise the tax man will be on your back. When done accurately it provides critical financial information, key performance indicators and aids decision making.

And because everyone hates bookkeeping – you'd much rather be out there making money from your business – most people end up doing it in the evening or at weekends. Yet, shouldn't evenings and weekends be spent on doing the things you actually want to do.

So why not let us take away all that hassle so you can spend your time with the people you love, doing the things you love?

Doing your payroll for you

If you are a corporate entity or have employees you will need to have a payroll scheme set up and operate payroll. Many of our clients choose to let us run the weekly or monthly payroll. Let us know if you'd like us to take away that hassle for you.

Keeping on top of – and understanding – your numbers

Management reports, forecasting and budgeting help you plan and will give you an early-warning signal if you are likely to face cash shortages. This service will give you a continually up-to-date complete picture of what your business might look like in the future. In fact, this is such a powerful business planning tool banks very often insist on it as part of raising finance.





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Become a Xero expert

If your business is ready to get started with professional Xero set up and training, we can arrange an online, over the phone, or in-person meeting to evaluate your needs. Contact us to set up a free consultation.



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