

“ I cannot recommend Lucia highly enough, she has saved me time, money and worked miracles with my accounts, all with good humour and a smile.

When I started my business I decided to do the accounts myself, partly to keep costs down. I soon discovered that it was not something I enjoyed and it took up a lot more time than expected. It was also a false economy because it took my accountant a lot more time to make head or tail of my “unique” system and therefore he charged accordingly. Also, I could never tell how well the business was doing, as it’s fair to say, the accounts were a mess. Eventually I saw sense and was recommended to contact Lucia.

I am so glad I did. With diligence and limitless patience, Lucia turned my books into a coherent system. I know where my business stands financially and can see where the revenue streams are. The tax man is paid on time and my accountant has stopped losing any more hair. Lucia has also set up forecasting systems and has done analysis into where the biggest profit areas are.

- Warren Wilson, Business Owner Mail Boxes Etc, Canterbury

The Analytical Bookkeeper is a Faversham-based business providing optimised cloud-based bookkeeping and customised analytics enabling business owners to know and grow their businesses.

Contact Lucia to find out more and book a free initial consultation about the regular cloud bookkeeping service.



Regular Cloud Bookkeeping

Your professional out-sourced bookkeeping solution

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theanalyticalbookkeeper

Keeping on top of your finances is essential

All businesses need to stay on top of their books to know that their business is generating enough income to meet their liabilities. They should make use of the finance information and reports generated to make informed strategic and operational decisions. In addition to this they must meet the requirements of the HMRC and file accurate returns and store information correctly in order to avoid fines. To accomplish this takes time, technical skills, use of complex accounting software and requires up-to-date expertise in current legislation.

Drawbacks of in-house bookkeeping

As businesses expand their accounts become more complex and the volume of transactions increases making it a struggle to keep on top of the books. If a business owner values their time at £100 per hour and spends 10 hrs a month on bookkeeping tasks then their opportunity cost of doing their own bookkeeping is £1000 a month, this valuable time could be spent more productively on other aspects of their business. Recruiting or re-training an existing employee has costs and the business must comply with the legal requirements for employers. Peaks and troughs in bookkeeping work required often make it inefficient to employ someone on a fixed number of hours.

Advantages of using an out-sourced bookkeeper

Out-sourcing to a qualified bookkeeper is efficient as you only pay for the work that you need doing and the bookkeeper will have an incentive to maximise efficiency. They will be able to utilise their experience gained from working for a number of clients and be an expert user of the accounts software. Professionally accredited and insured they will keep up with the latest news and changes in legislation to ensure you remain compliant and know of tax changes that will affect them. In addition they will have an impartial view of your company finances so can be used as a sounding board.



Let's quickly sum up the main points

Using my out-sourced regular cloud bookkeeping service effectively will enable you to:

- * Stay legal – through helping you keep proper accounting records and keeping your data safe.
- * Save your precious time – You will save time that you can better use to grow your business.
- * Keep you up-to-date – You will benefit from my knowledge of industry innovations and rule changes without having to do this yourself
- * Cost savings – You are likely to reduce accountancy fees for end of year financial statements as your accounts will be up-to-date and correctly processed.
- * Your future is at stake – Better financial information helps you to make better business decisions.

Your hassle-free regular cloud bookkeeping service

I specialise in providing regular cloud bookkeeping for a variety of companies. I will do this for you, and you will know it will be done correctly to your timescales and will save you hours of time each month. The table on the next page sets out what is included within the different service levels so you can choose the right option for your business.

Regular Cloud Bookkeeping Options

Premium package – This is the best option for busy business owners who want the maximum out of their cloud accounting system and get access to the key metrics so they can make the best business decisions based on the best quality information.

Full cloud set up – This is the most popular option because you get valuable monthly reports to help you manage your business, general advice and we'll even produce your year-end accounts for free.

Essential package – This option is best for those business owners who are simply looking to get their basic entries done to ensure being compliant with HM Revenue and Customs.



KEY FEATURES	PREMIUM PACKAGE	FULL PACKAGE	ESSENTIAL PACKAGE
Paperless expense and receipt processing systems, posting all bank transactions, completing monthly bank reconciliations, posting purchase invoices, expenses and cash, credit card transactions, merchant accounts & payroll journals	✓	✓	✓
Quarterly Reporting	CUSTOM	BASIC	✗
Frequency of bookkeeping/ site visits	AS REQUIRED	AS REQUIRED	AS REQUIRED
Completion of VAT returns, supply year end information, maintain fixed asset register, expense reports, debtor monitoring	✓	✓	✗
Expense reports and debtor monitoring	ADVANCED	BASIC	✗
Supply of cloud accounting software – typically retails at £300 per year	✓	✗	✗
Annual forecasts and quarterly business review meeting	✓	✗	✗
Unlimited email and telephone support	FREE	FREE	FREE

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