



How to make more.....

The key factors that affect my choice of external tax specialist are...

This sheet contains a summary of all of the ideas on this topic contributed by those who have heard me present this talk recently. Thanks to those who contributed. A number of observations are common across lots of contributors:

- A belief in their knowledge and support network, independence and professionalism
- Ability
- Ability – and how will we get on
- Ability to get follow up advice
- Accuracy of information
- Advice – as judged by third parties
- Approachability – can get on well with my clients
- Complexity of issue and degree of expertise received or perceived;
- Complexity of problem
- Confident in providing free newsletters and blogs
- Cost
- Cost, location, interview, scope of service
- Do they meet our objectives?
- Ease of communication
- Ease of contact and response time
- Experience and confidence gained in the past
- Experience of advice given to date
- Expertise and client's budget
- Familiarity and expertise – also proximity helps for VAT issues
- Fees that client is prepared to pay;
- Good reputation
- Historic performance
- I know them personally or they are recommended by someone else;
- If I can get the answer straight away
- Knowledge of the area concerned
- Knowledge, reputation, cost – based on past experience
- Known expertise
- Known personally and aware of the quality of their work
- Known specialists eg: liquidations
- Lives in the real world
- Name and experience
- Passion for the work
- Past experience
- Previous experience and cost
- Previous experience with the firm



- Previous speed of response
- Price, experience, not going to compete
- Proactive
- Quality of advice given
- Quality of previous advice
- Quality of their lectures if their courses have been attended
- Recommendations
- Recommended
- Referral from existing partners within the practice
- Relevant experience
- Reputable and reliable
- Reputation
- Reputation – from courses attended
- Reputation initially then consistently good advice and good VFM
- Reputation, experience and knowledge
- Specialism and areas of knowledge
- The cost is covered by the charges for our PI insurance
- Their attitude – they don't imply it's a stupid question so I'm not afraid to ask
- They are 'dynamic' in using their knowledge and experience
- They can explain their response in as non-technical terms as possible so that clients appreciate reply
- Timely response so we can get back to clients in a reasonable time
- Whether the client will agree to the additional charge that will arise
- Whether they are local
- Would they have the people skills and approach that my clients are used to?

It should come as no surprise that many of these points tie in the rationale for the creation of the **Tax Advice Network** – a resource for accountants to access their own choice of vetted, reliable, reputable and commercial tax advisers.

If you have yet to visit our website (www.TaxAdviceNetwork.co.uk) please do so and register for our **free weekly practical tax update** written especially for accountants in general practice.

Please note that by sharing contributors' views I am neither endorsing nor condoning any of them. But I'm sure you'll get some value from knowing what others do and by comparing your own approach.

*Last updated: May 2008
Page 2 of 2*