



*RB*  
*Ripon Bookkeeping*



...we take care of your books, so you can take care of business

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## PAPERWORK – AAAAAAARGHHH...

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. And when done accurately, it provides critical financial information, key performance indicators and aids decision making

It's also difficult. That's why there are bookkeeping exams. That's why there is a professional Institute of Certified Bookkeepers, the ICB!

And because everyone hates bookkeeping – most people would much rather be out there making money from their business – but they end up doing it in the evening or at weekends. Yet, shouldn't evenings and weekends be spent playing with the kids, spending time with your friends and loved ones, or out on the golf course? A far better option is to employ a bookkeeper to get the job done properly. Unfortunately, full-time qualified bookkeepers typically cost £22,000 (source: PayScale.com), together with all the other associated costs and hassles of employing someone.

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

We also take things a step further; we don't just do the bookkeeping, we offer a cloud accounting service with access to our real time information system.



## THE BENEFIT OF OUR REAL-TIME INFORMATION SYSTEM

We use industry-leading cloud accounting systems giving you instant access to information in real time. This means you benefit from:

- 24/7 access to up-to-date financial information and reports from any device with an internet connection (you can access your numbers with your smartphone or tablet).
- Being able to sleep at night knowing your sensitive financial data is always secure and backed-up automatically.
- No system downtime because all software upgrades are automatically installed. This worry-free maintenance saves you time and hassle.
- Reduced accountancy fees because it makes it easier for us or your accountant to produce your end of year accounts and
- Since we can access your data 24/7 you get more value from us – we can help you run and grow your business rather than just adding up the numbers.

## FREE ACCOUNTS: FOR BUSINESS OWNERS WHO HATE BOOKKEEPING...

One of the things our clients love about our “Full” and “Premium” cloud accounting service is this; once we’ve completed your bookkeeping and paperwork for the year we prepare your end of year accounts *completely free of charge.* \*

So what does it all cost?

Much, much less than the £22,000 you would pay for a full-time bookkeeper.



\* For sole traders, partnerships and not-for-profit only

## A SILLY WAY TO PRICE

Most self-employed bookkeepers will quote you an hourly rate. In fact, the Institute of Certified Bookkeepers reportedly recommends £26 per hour.

*We think that's unfair.*

Firstly, an hourly rate means you have no idea how long the job will take and therefore how much it will cost you until after the work is completed. Secondly if we take longer than expected, you pay more. That doesn't seem right to us.... It's certainly not fair.

So, what we do is give you a *fixed price* (based on your particular circumstances and what you want). That way you can budget and plan, and if we are slow and the work takes longer, that's our problem not yours.

## SETTING UP YOUR CLOUD ACCOUNTING SYSTEM

A cloud accounting system will make your life so much easier. If you do not currently have a cloud accounting system, there is a one-off payment from as little as £50 to get your system set up.

## YOUR OPTIONS AT A GLANCE

The table overleaf summarises what is included within each of our cloud accounting service levels. To help you identify the best option for you here is a quick overview.

**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 Package** – This is our most popular option because you get valuable monthly reports to help you manage your business, general advice and if you are a sole trader, partnership or not-for-profit organisation, we'll even produce your year-end accounts for free.

**Entry package** – This option is best for those business owners who are simply looking to get the basic entries done to ensure being compliant with HMRC.

YOUR OPTIONS FOR  
**Cloud bookkeeping**



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	Premium package	Full package	Entry package
Supply of AutoEntry – your paperless expense & receipt processing system	✓	✓	✓
Posting all business bank transactions	✓	✓	✓
Completing the monthly bank reconciliations	✓	✓	✓
Posting purchase invoices, expenses and cash transactions	✓	✓	✓
Credit card transactions and reconciliations	✓	✓	✓
Completing the monthly sales and purchase ledger reconciliations	✓	✓	✓
Completing the monthly VAT reconciliation	✓	✓	✓
Completing payroll journals	✓	✓	✓
Making adjustments for any foreign currency transactions	✓	✓	✓
Unlimited email and telephone support	✓	✓	✓
Basic management reporting every quarter	–	–	✓
Expense monitoring and advice	Unlimited	5 key expenses	X
Precision accounting with accruals and prepayments	✓	✓	X
Maintaining your fixed asset register	✓	✓	X
Full management reporting every month	✓	✓	X
Debtor monitoring	✓	✓	X
Completion of VAT returns	✓	✓	X
Completion of annual accounts (sole traders, partnerships & not for profit only)	FREE	FREE	X
Enhanced credit control	✓	X	X
Weekly reports on your key numbers	✓	X	X
Quarterly online ('virtual') business review meeting	✓	X	X
Your holistic cloud financial system	✓	X	X
Supply of cloud accounting software – typically retails at £180 per annum	FREE	FREE	FREE

## HOW YOU BENEFIT

For a small fixed monthly payment, you will benefit from each of the following:

### Your free real time information system

This is one of the features our clients find most valuable. We will set you up and support you every month with one of our real-time accounting systems. This system will put you in complete control of your numbers. Cloud accounting software companies charge a monthly subscription for using their system (for example, an annual subscription to the premium version of Xero is £300) but as part of our cloud accounting packages, we pay this on your behalf, which means you get all these benefits of a real time accounting system for free:

1. **24/7 access** to up-to-date financial information and reports from any device with an internet connection (you can access your numbers with your smartphone or tablet).
2. **Up to date** – Real-time accounting means your records are always completely up to date making it easier for you to *make the right decisions*.
3. **Business support** – Since we can access your data 24/7 you get more value from us – we can help you run and grow your business rather than just add up the numbers. We can support you with your key decision.
4. **Easier invoicing** – Fast, simple, customised sales invoicing will make your life simpler. And the facility for emailing of invoices, with the option to attach a statement at the same time makes it so easy to manage your sales and get paid quicker.
5. **Quicker cash collection** – The system allows you to embody payment methods into your invoicing, for example, *click and pay* to drive quick collection of your debts. It makes it so much easier for you to get paid, reducing bad debts and slow payers and putting more cash in your bank account. You can also chase debtors whilst you're on the go.
6. **Automatic processing** – Your bank accounts can feed directly into the system, which keeps your accounts up to date and fully reconciled to the bank – this feature will save you a significant amount of time.
7. **Financial dashboard** – one of the most popular features is the “Financial Dashboard”, a fully customisable screen showing you the key financial information you need to run your business. You'll come to rely on this *Financial Dashboard* just as much as you rely on the dashboard in your car when driving.

8. **Instant Reports** – At the touch of a button you can get instant reports on your business.
9. **Security** – Being able to sleep at night knowing your sensitive financial data is always secure and backed up automatically.
10. **Maintenance Free** – No system downtime because all software upgrades are automatically installed. This worry-free maintenance saves you time and hassle.
11. **Lower professional fees** – Reduced accountancy fees because it makes it easier for us or your accountant to produce end of year accounts.
12. **Free Software** – As well as helping you, this system makes our life much easier and that means we can pass this onto you in the form of cost savings, ie we will pay the monthly fee for the system on your behalf.

### **Posting of all Financial Transactions**

We will post all of the following financial transactions on a regular basis:

- Posting all business bank transactions – we will post all receipts and payments for all business bank accounts including any PayPal accounts.
- Posting purchase invoice and expenses – we will post expenses to the correct expense codes enabling you to obtain relevant financial information and comply with H M Revenue and Customs requirements.
- Recording cash transactions – we will post all cash transactions where you have proper cash receipts.
- Credit card transactions and reconciliations – we will post all transactions on your business credit card and reconcile the closing balance for each month.
- Completing payroll journals – if you run a payroll we will post the correct journals each month.
- Making adjustments for any foreign currency transactions – foreign currency transactions are complicated because you either have to deal with exchange rate conversions or accounting for finance fees on each foreign currency receipt or expense. But don't worry; we'll sort that out for you.

These postings will ensure that everything is posted to the correct place, which means your financial records will always be accurate enabling you to make important financial decisions about your business. And of course, you can sleep

at night knowing your financial records comply with H M Revenue and Customs requirements.

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*H M Revenue and Customs (HMRC) can charge you a penalty if your records aren't accurate, complete and readable. You may have to pay interest and penalties if your figures turn out to be wrong and you haven't paid enough tax. HMRC may check your records to make sure you're paying the right amount of tax.*

## **Carrying out monthly reconciliations**

Reconciling your bank account on a regular basis is critical. When you get to the year-end, if this doesn't reconcile your accounts will be wrong. You could end up paying too much tax because you're missed allowable expenses. Or you risk fines and penalties from H M Revenue and Customs because you've missed taxable income. Or you have to pay higher accountancy fees for the accountant to sort it out.

So, what we do is reconcile your bank account every month. We will also carry out the following reconciliations for you every month to make sure everything is accurate:

- Your monthly purchase ledger reconciliation so you know exactly what you owe at any point in time to your suppliers.
- Your monthly sales ledger reconciliation so you know exactly who owes you and how much they owe you at any point in time.
- Your monthly VAT reconciliation to make sure you are VAT compliant (if you are VAT registered.)

At the end of your financial year, as soon as we have completed your reconciliations we will provide you with an annual trial balance, which can then be exported and used to complete your year-end financial statements.

## **Paperless expense and receipt processing system**

We recommend a system that will remove the admin burden that bills, invoices and receipts place on small businesses. It makes the gathering, storage and processing of receipts and invoices as easy and cost effective as possible. The system will make your life easier and remove clutter by filing paperwork in the cloud. Let me explain one of the most popular features of this system...

Every time you get an invoice or cash receipt (for example, a car park ticket or train ticket) all you need to do is take a photo with your smartphone. You can then throw that piece of paper away! The system will store the image of your invoice and when you're connected to the internet, it will be sent from the system into our cloud accounting system for us to post it to the correct place.

And best of all, we will supply you with the software *free of charge* and show you how to use it.

### **Unlimited email and telephone support**

Your fixed price is *fully inclusive of unlimited email and telephone support* for advice on ad-hoc matters during business hours (9am to 5pm Monday to Friday).

This means that you can call us knowing that you will never be charged for our time or advice within any of our qualified areas of expertise. So, I hope you will feel free to speak to us, without having to worry about the cost.

Of course, if the issues raised at any of these unlimited free consultations (or anywhere else) require research or analysis beyond the consultation, we will give you a fixed price quotation for that extra work before any additional work is started. This means you will *NEVER* get an unexpected bill.

### **Basic management reporting every quarter**

The real power of a cloud accounting system is having important management information to hand, information such as, who owes me money, what are my sales this month and am I making a profit?

As part of our cloud accounting service, we will help you set up the key reports you need so that the most important information is always a click away. Having your finger on the pulse of your business is crucial for making the right business decisions. You need to know the key numbers. Each quarter we will provide you with:

- A quarterly review of your reconciled account summary that will include a year to date total for each category of income and expense and most importantly, your profit for the year to date.
- A quarterly sales ledger report showing you exactly how much money your customers owe you and how long those debts have been outstanding. This report will help you to keep on top of your debtors and put more cash into your bank account.
- A quarterly purchase ledger report showing you how much money you owe to your suppliers.



## **THE FOLLOWING ADDITIONAL BENEFITS ARE INCLUDED WITHIN THE FULL CLOUD ACCOUNTING PACKAGE**

### **Expense monitoring and advice**

Managing costs for any business is so important. We will work with you to identify the 5 most critical costs in your business (for many business owners these include people costs, travel expenses and marketing spend).

Once we have agreed which are your most critical costs to keep under control, we will monitor them on your behalf, and whenever we notice a sudden change we will contact you, so you are immediately aware. As part of this service, we will also advise you on how to keep costs under control when possible.

### **Maintaining your fixed asset register**

A fixed asset register is an accounting method used for major assets eg office equipment, machinery and property). Maintaining a register means you can keep track of your major assets, keep track of their value and makes the production of end of year financial statements much easier. For example, as part of this service we will calculate your depreciation and enter the appropriate journals in your cloud accounting system.

### **Precision accounting with accruals and prepayments**

Accruals are adjustments for revenues that have been earned but are not yet recorded in your accounting records and expenses that have been incurred but are not yet recorded in the accounts. Prepayments are when you have paid for something that relates to a later period.

Accruals and prepayments need to be added via adjusting journal entries so that the financial statements report these amounts.

### **Why is this important?**

If you do not adjust for accruals and prepayments, your income, expenses and profit for any given period will be distorted and inaccurate. Here is an example...

If your rent is paid quarterly, then every third month you have a big expense in your accounts but then no charge in the second and third month. So, we need to spread this cost across each of the three months to which it relates to get a true and accurate picture.

### **Full management reporting every month**

Because it is so important to know how your business is performing, we will provide you with a full report every month, which will include:

- Your profit for the month together with comparisons against previous months, which means you see at a glance if your business is heading in the right direction.
- A detailed breakdown of each category of sales and expenses together with the corresponding figures for previous months so you can instantly see the key trends in your sales and your costs.

- Your sales ledger report showing you exactly how much money your customers owe you and how long those debts have been outstanding. This report will help you to keep on top of your debtors and put more cash in your bank account. \*
- Your purchase ledger report showing you how much money you owe to your suppliers. \*

\* If purchase and sales ledgers apply to your business

### **Debtor monitoring**

Cash is so important, and a key part of cash management is keeping control of debtors (ie the amounts of money you are owed by your customers). One of the most important financial ratios is called debtor days. It's a number you should measure and monitor. We will monitor this for you and if we see a substantial change in the wrong direction, we will give you a call to make sure you are aware.

### **Completion of VAT returns**

If you are VAT registered, you will need to complete VAT returns. To make your life easier, we will do this for you, which will save you time and give you the peace of mind they are being completed correctly.

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This service relates to standard registrations and fixed rate schemes. More complex VAT reporting such as the VATMOSS scheme for digital sales and reporting EU transactions are outside the scope of this service and will be subject to a separate price

### **Completion of annual accounts**

As part of our full and premium cloud accounting packages for sole traders, not for profit and partnerships, we will also complete your year-end accounts – consisting of a trial balance, profit and loss account and balance sheet – *completely free of charge*.

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You will of course need to complete tax computations and tax returns. Also, if you are a limited company, you will also need to complete statutory notes to the accounts to comply with the Companies Acts. The completion of tax computations, tax returns and full statutory accounts is outside the scope of this service – we cannot offer these services in house at present (but will do so in the near future), however, we can offer the services of a recommended accountant.



**THE FOLLOWING ADDITIONAL BENEFITS ARE INCLUDED WITHIN THE  
PREMIUM CLOUD ACCOUNTING PACKAGE**

**Enhanced Credit Control**

Cash is so important and one of the big benefits of a cloud accounting system is the ability to keep on top of your cash and bank balances, on top of your debtors (ie who owes you money) and get paid easier. There are now so many easy ways to manage debtors and get paid automatically (eg online payments and direct debits) and so many ways to integrate this into your system.

Our enhanced credit control service will identify all the options available to your business to help you get paid quicker and have more money in your bank account. We will also review outstanding invoices with you, consider the need for write-offs and bad debt provisions and advise on alternative payment options.

This service will help put more money in your bank account.

**Weekly reports on your key numbers**

In addition to the full management report every month we will also supply you with the key numbers every single week (eg weekly sales). This means you always have the very latest financial information to hand.

**Quarterly online 'virtual' business review meeting**

Every three months we will have a 45-minute meeting. This meeting will take place online (which means there is no need for you to travel). In this business review meeting, we will discuss your latest management information and see if our agreement is on track or if we need to adjust our services level and/or services.

**Your holistic cloud financial system**

As Ripon Bookkeeping evolves we will be adding more cloud accounting system integrated software solutions. Our customers already currently receive a cloud account software package and AutoEntry in all the packages. There are many other systems that are on offer that can help you to run your business more easily, to help you get your cash faster or save you time. We will be researching these over time and if we find something that is a good fit for your business, we will make you aware of them.

