

Harris Lacey and Swain

CHARTERED ACCOUNTANTS



HOW HARRIS LACEY AND SWAIN TRANSFORMED ACCOUNTING FOR THE FOUNDER OF BURST CREATIVES LTD

*'The team made accounting quicker,
easier and more affordable, ideal for small businesses!'*

Caroline Latus
FOUNDER OF BURST CREATIVES LTD

MAKING ACCOUNTING QUICKER, EASIER, AND MORE AFFORDABLE FOR SMALL BUSINESSES

Caroline Latus, Managing Director of Burst Creatives, has been a client of Harris Lacey and Swain Chartered Accountants for 4 years now. Caroline's husband recommended them after he'd received professional, friendly, and approachable service from his accountants there. He was impressed with the service received since hiring Harris Lacey and Swain to work on his multiple health business accounts; especially his personal accountant, Richard Tucker.

Caroline had just launched her web design & marketing agency and needed to find an accountant she could trust to deal with her small business accounting. The power couple were in the same boat in terms of what they needed – help updating Companies House, advice on calculating their taxes, and later on, payroll management for their growing teams.

Caroline said: "Harris Lacey and Swain are turning accountancy on its head. I couldn't imagine trusting anybody else at this stage. They're such nice team.

If I have a question, I can pick up the phone and call them anytime. I know I won't be judged and that no question is a silly one to them".



CAROLINE'S CHALLENGES

Before Caroline outsourced to Harris Lacey and Swain, she did her accounting whenever she had a free period. The majority of her time was spent managing client accounts, building her brand, and looking after her young children. Finding the time to send invoices, analyse her figures, file taxes, fill out her own top sheets, and everything else that comes part and parcel with running a small business – was tough. The first 2-3 business years of Burst Creatives were spent working independently, so there were no employees to take some of the work load. Caroline realised that she couldn't move forward with accounting on her plate – it was taking her away from prospecting clients and other vital growth work. She needed to grab a spare plate out of her cupboard and load it up for somebody else to take.

In 2017, Caroline bit the bullet and actioned upon her husband's suggestion to try Harris Lacey and Swain. She joined them with a handful of challenges in tow.

Caroline's challenges included:

Being able to afford the cost of hiring an accountant, especially as a brand new business owner with a young family to provide for – Caroline needed to find reasonably priced accountants, or at least with the option to pay for their services in instalments

Finding the time to do her own books was increasingly difficult – so there was no alternative to outsourcing to an accountancy firm.

Calculating her own tax returns was tough – she needed to find an accountant who could advise her on whether she was paying too little or too much

Having to manage so many different types of accounting tasks – ideally, she wanted to view all of her business finances in one place



HOW HARRIS LACEY AND SWAIN HELPED CAROLINE

Harris Lacey and Swain got to work on trouble-shooting Caroline's challenges. First and foremost, her accountant Richard knew the lump sum clients of her size usually pay was too problematic for her cash flow. He recommended Caroline switch to Harris Lacey and Swain's new cloud accounting services – which enabled her to pay monthly. QuickBooks allowed her to do all of her accounting tasks under the wing of Richard but also gave her the freedom to send invoices, move money around, and do anything else she liked via her QuickBooks dashboard.

Caroline said: "I used to spend up to 70% of my working week doing admin, like my accounts. Using QuickBooks has made everyday jobs so much quicker and nothing gets lost. Some things can be made to get done automatically, like sending invoices. So a big chunk of your accounting ticks along in the background while you're busy doing other work."



"QuickBooks, and Harris Lacey and Swain, have made my life as a small biz owner so much easier. Everything is hooked up to the app on my phone, I get reminders; I can do auto-renewals, direct debits, and so much more. The software has helped me streamline my business – my accountant Richard did a good job in recommending it to me!

"I think it's important to find an accountant that you can trust, give you the advice you require, can fit into your team – can work with and are comfy with, doing research, asking friends and family, researching case studies. Understanding who their core clients are and if they specialise in your industry. For example, HLAS works for lots of charities. They don't make me feel like I'm a small business, they always make me feel like my custom is important. They've never made me feel like they're a big accountancy firm and I'm a little fish".

HOW HARRIS LACEY AND SWAIN HELPED CAROLINE

The benefits of outsourcing payroll

Richard Tucker, Caroline's accountant at Harris Lacey and Swain, is in charge of her payroll now that her team has grown and she has taken on a small number of employees. Caroline said: "Richard has taken ownership of my payroll at the start of 2021, so I don't have to worry about it. Honestly – I wouldn't have a clue what I was doing otherwise! As I always say, if you can't do something, you should find somebody else who can do it for you. And who can do it well".

Managing Caroline's upgrade to QuickBooks

As aforementioned, Caroline upgraded to Harris Lacey and Swain's QuickBooks (cloud-based accounting) services at the beginning of 2021, after she'd hired her two employees. Caroline said: "Now my team is growing I'm not spending time doing payroll. I also worried about actually paying the wages. Now I know it's set up through QuickBooks, I have more free time and I know my employee's wages are taken care of. It was such an easy setup, too – Richard and his team were happy to take most of it on themselves, and I didn't have to do much".





CAROLINE'S RESULTS SO FAR

To Caroline, Richard and the other highly-trained, experienced accountants at Harris Lacey and Swain have become an extension of her team. They touch base with her regularly, and if she has a problem or a quick question, she gives them a call whenever she needs to.

Although Caroline's results are on-going, so far Harris Lacey and Swain's QuickBooks services have helped to:

- Streamline her cash flow
- Simplify her accounting
- Save time via QuickBook's automatic features – like paying invoices
- Relax about her employee payroll
- Manage her business's budget through a subscription payment model



CAROLINE'S FUTURE PLANS WITH HARRIS LACEY AND SWAIN

Caroline's business, Burst Creatives, is growing rapidly. Caroline said: "As my client base grows, I need to consider what would happen if I leaped over the VAT threshold. I know Harris Lacey and Swain would help me to become VAT registered, add extra employees to my payroll, and the rest of it. And I wouldn't trust another accountant to do it right now.

"I'm delighted to see they've grown and merged with [Holdstock Nicholls Train & Co](#), and I'm excited to see what they can bring to my business in future now they've got new services and even more accounting experience under the belt.

"Harris Lacey and Swain are no ordinary accountancy firm. They're edgy with their ideas, and they've opened my eyes to new ways I can do everyday accounting tasks which not only save me time and money, but also my sanity! I'd recommend them to friends, family, clients, colleagues, and anybody who asks in a heartbeat".



HARRIS LACEY AND SWAIN CHARTERED ACCOUNTANTS

Established in 1870, Harris Lacey and Swain are a Hull-based accountancy firm with clients all over the UK. Founded on communication, trust and quality, we have traditional values, but with a contemporary outlook on accounting. With nearly 150 years of experience, our dedicated and friendly team get to know you and your business personally to support your business development, growth and success.

Offering a highly perceptive and knowledgeable service, our team of experienced accountants endeavour to provide financial support that is tailored and personalised to suit the needs and requirements of all of our clients. We provide a vast range of financial, consultancy and specialist sector services, both personal and business, from everyday accounting and taxation advice to full-scale financial planning and business development.

Whilst honesty, integrity and traditional values remain at the heart of the firm, we are always evolving our practice with progressive methods to deliver a “refreshingly different” approach to accounting. Utilising the latest online technology and Cloud platforms, we will help you decide on the system that is most suited to your business to give you the most flexible and easily accessible accounting structure possible.

With strong, long-standing relationships with clients spanning as long as four-generations, Harris Lacey and Swain is a name you can trust to deliver quality financial advice and support.

Talk to us today, about accounting for tomorrow

If you have any queries about the services we offer or would like to know how we can help you and your business, please do not hesitate to contact us.



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