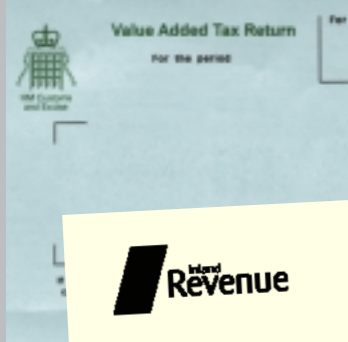




Business



Accounts and Audit



Tax and VAT



Individuals



**KEENS SHAY KEENS**  
CHARTERED ACCOUNTANTS  
AND BUSINESS ADVISERS

We will help you  
to stand out from  
the crowd



## Who we are

We are a well-respected and long-established firm of chartered accountants with offices in Luton, Bedford and Biggleswade. We aim to provide you with the right professional advice for your specific circumstances. Whether you are just starting out in business, looking to launch your first takeover bid or about to make it big on the stock market, we can advise you on every step you take (and perhaps whether to take it).

## What we do

We are experts in providing a wide variety of financial and professional services for business and individuals. Our services include the standard compliance-related work (such as auditing) and many non-compliance services as well (such as tax planning and business advice). The broad categories are:

- auditing, accounts, tax and VAT compliance
- management consultancy
- other tax and planning advice
- business finance advice

You can find details of our services over the page or on our website at [www.ksk.co.uk](http://www.ksk.co.uk)

When carrying out any task, we will provide you with:

- a quick response to questions or problems;
- personal care and attention at all times;
- a second opinion with your best interests in mind;
- a helping hand; and
- feedback on your ideas.



“Keens Shay Keens do not make you feel embarrassed about asking questions”

*Extract from a recent client satisfaction survey.*

## Why you should choose us

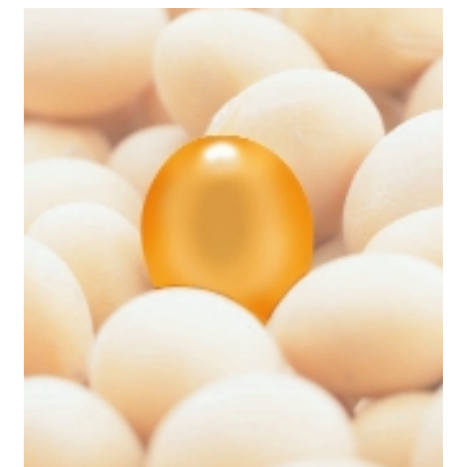
All good accountancy firms try to stand out from the crowd, but it usually boils down to one simple but essential issue – customer service!

We understand the pressures that businesses and individuals face in today’s increasingly demanding world. We aim to anticipate our clients’ needs and react to their circumstances quickly and effectively. The hardest challenges that our clients face are the ones that cannot be easily predicted. We will be here to help, if or when they happen. All we ask is that clients trust us to help unlock their potential.

We have carefully developed a customer service programme. From your first enquiry, to instructing us to carry out some work, we will make sure you have regular feedback so that you are informed and we are up to date with your needs. As a result, one partner and one manager will deal with you throughout. As our knowledge of your circumstances develops, so will the benefits you receive.

## A fresh attitude to fees

When we first meet a client, there is one issue that is always on their mind – Am I going to be billed for every second no matter what, and will I know what the bill is for? We can usually tell you what fees you have to pay before the event. The result is a relationship you can trust, based on knowing where you stand at all times. We will not surprise you with hidden fees!



We will help you to stand out from the crowd



The range and extent of services we can provide is very comprehensive and is too large to describe in full detail here. However, the services our clients ask for most often include the following.

## Our services and specialisms

- **Auditing and reviewing** – statutory audits will continue to be one of our most important activities. However, other types of financial statements are also beneficial, even though they are not required by law.
- **Preparing accounts and giving advice on them** – manual and computerised.
- **Management accounts** – preparing and interpreting them to suit your needs.
- **Profit forecasting and cash flow planning** – we will provide advice so that you can make decisions with confidence.
- **Tax** – our tax specialists can help with all your business and personal tax issues, such as capital gains, inheritance and corporation taxes, stamp duties, self-assessment, PAYE, National Insurance and every other form of tax compliance or planning.
- **Tax investigations** – corporate, business and personal.
- **Advice on VAT** – our specialist VAT consultant can help with all your questions about VAT.
- **Estate planning and trusteeship** – sensitive but practical advice on this often difficult subject, including acting as a professional trustee.
- **Investment and pensions advice** – from KSK Alexander Beard Limited, which is regulated by the Financial Services Authority. Please see our separate factsheet for more information.
- **Maintaining accounting records** – including VAT returns and using computerised systems.
- **Employment services and advice** – covering all aspects of human resources for both employees and employers.
- **Payroll services and administration** – including preparing payrolls and Sage software, supply, advice and support. Please see separate leaflet.
- **Business start-ups** – a complete package including setting up companies, business planning, preparing accounts and free accountancy advice in the first year.



“We have had tremendous support during the four years that I have owned the company. I very much appreciate the help provided by Keens Shay Keens.”

*Roger Gutteridge,  
Supply Chain Planning Ltd*



- **Business valuations, purchases and sales** – including guidance on past performance and possible future growth.
  - **Forensic accounting** – detailed analysis of past information.
  - **Flotation, shares and dividends** – guidance on appropriate and beneficial ownership and structuring for growth.
  - **Planning for retirement** – we will help you to achieve your ambitions.
  - **Management advice** – on every aspect of running a business, whatever the size. If you have a business that is growing or that you want to grow, we can help.
  - **Arbitration and dispute resolution** – timely and unbiased settlements of private and commercial disagreements.
  - **Pension scheme accounts** – preparation and audit.
  - **Business and insurance risk assessments and advice** – help to reduce your exposure to catastrophes and identify current or future risks.
  - **Marketing and business development services** – our marketing specialist can advise on all aspects of marketing, including strategies, tactics and using marketing techniques.
  - **IT advice and solutions** – covering accounting hardware, software, processing and checking all forms of computer output.
  - **Company secretarial** – you can use our office as your registered office, and we can carry out any administration needed.
- Whatever your personal or commercial needs, our staff are highly trained and experienced, and are able to give the best advice for your circumstances. We will also put you in touch with other professional services where appropriate, to provide a comprehensive solution for your needs.



We are authorised suppliers of SAGE and can assist with all elements of related software.





Registered to carry on audit work and regulated for a range of investment business activities by the Institute of Chartered Accountants in England and Wales.



We are members of CharterGroup, an umbrella organisation providing access to similar firms across the UK and overseas, and assuring quality and technical excellence among members.



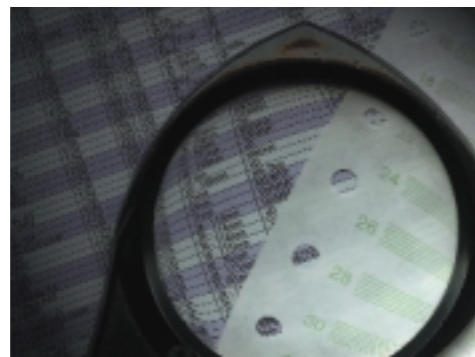
This brochure has been approved for clarity by Plain English Campaign (9622).

# Less frustration

## Extra benefits

Depending on which services you use, we can help you:

- make cost savings and gain greater efficiency;
- add credibility to your accounts;
- avoid financial penalties;
- lower your tax and VAT;
- invest wisely;
- attract and impress investors, clients and customers;
- improve business growth;
- strengthen relations with your bank;
- improve your prospects of winning legal cases;
- identify future risks and opportunities;
- gain the confidence to make the right decisions;
- increase chances of new business success;
- free up more of your time for other activities;
- reduce stress, hassle and inconvenience; and
- find peace of mind!



# Leading to... ...more inspiration



# What you should do now

If you are looking for any kind of financial advice or help, please see the enclosed contacts sheet for a list of professional staff and contact details. When you are ready to go ahead, call us. We will be pleased to discuss your needs at a free no obligation meeting in one of our three offices or in your premises if you prefer. We look forward to hearing from you.



# KSK makes time for you!

## Luton



Christchurch House  
Upper George Street  
Luton  
Bedfordshire  
LU1 2RS  
Telephone: 01582 651000  
Fax: 01582 651001  
E-mail: [luton@ksk.co.uk](mailto:luton@ksk.co.uk)

## Bedford



Exchange Building  
2nd Floor  
16 St Cuthbert's Street  
Bedford  
MK40 3JG  
Telephone: 01234 301000  
Fax: 01234 301001  
E-mail: [bedford@ksk.co.uk](mailto:bedford@ksk.co.uk)

## Biggleswade



Victoria House  
42/44 Shortmead Street  
Biggleswade  
Bedfordshire  
SG18 0AP  
Telephone: 01767 221000  
Fax: 01767 221001  
E-mail: [bwade@ksk.co.uk](mailto:bwade@ksk.co.uk)

# [www.ksk.co.uk](http://www.ksk.co.uk)

**Keens Shay Keens Limited**