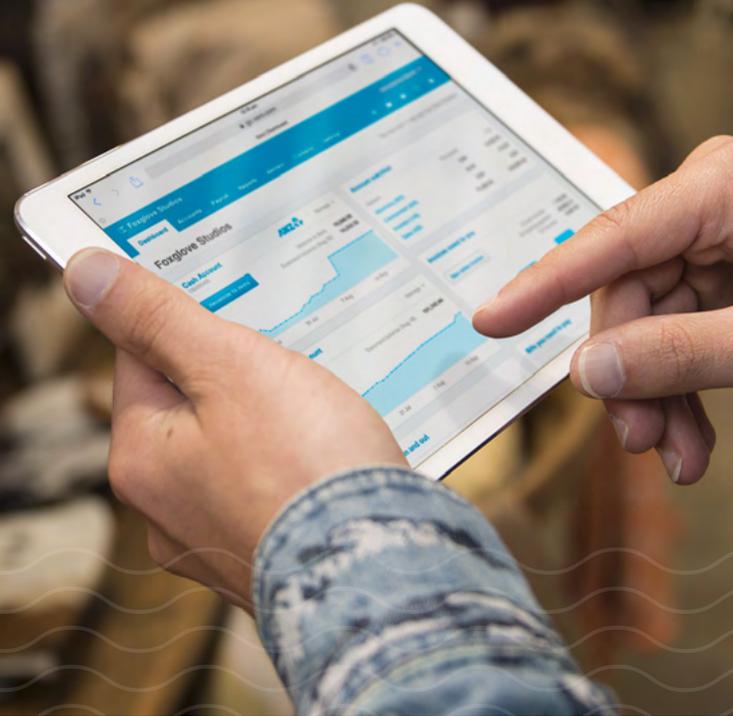


AEL Markhams introduces Xero

Small business accounting software that's beautifully simple



Chartered accountants and business advisors

A+E+L
MARKHAMS

BUSINESS ADVISORS
CHARTERED ACCOUNTANTS
TAX CONSULTANTS

Whatever your business, Xero has tools you'll love

Small business owners are always hunting for cost-effective business solutions. Which is why at AEL we help our clients utilise Xero, our recommended online accounting solution. Xero has all the time-saving features you need to grow your business, including:



Pay bills

Manage your cash flow by scheduling payments and batch paying suppliers.



Fast bank reconciliation

Your latest banking, credit card and PayPal transactions are imported and categorised.



Tracking

For each staff member or department, track sales and profitability.



Create purchase orders

Create and email custom purchase orders and copy to bills for payment.



Automation

Xero can send automated invoice reminders for you. Just decide when and how often.



Go mobile

The Xero mobile app works with iPhones, iPads, Android phones and tablets.



Claim personal expenses

It's easy to handle personal expenses on the go – just review and approve receipts at the touch of a button.



Reporting

At any point in time, see how much you've invoiced vs the comparative month last year and your target for the month.



Easy invoicing

Make it easy for customers to pay you faster, upload your logo, start sending out invoices and receive alerts once the client opens it.

Let Xero do the heavy lifting for you

Because Xero is so powerful, millions of small business owners and bookkeepers use it every single day. Unfortunately, only a small percentage of them have adequate accounting experience to use it to its full potential. It can help you run your business in three key ways:

Update your accounts faster

Xero can automatically handle tasks that used to take up all of your time. From importing bank transactions to sending invoice reminders, Xero will do the work for you.

Feel confident in your numbers

With all your data stored safely and in one place, it's easy to get a snapshot of how profitable your business is. AEL will also have access to your Xero account so we can ensure you meet all your tax obligations.

Conduct business from anywhere, on any device

It's easy to access all your data and Xero tools from anywhere online. Plus, keep all track of your essentials like invoicing and billing at your fingertips with Xero's mobile app.

The Xero expertise you need from AEL Markhams

Using Xero for your business accounting is unlike almost any other software programme. For many businesses it forms the backbone of their accounting system. That's why our team have spent years learning how to get the most out of the software and how to utilise it accurately and efficiently.

AEL don't expect you to be a Xero software expert. So we offer bespoke Xero training & support either at your office in-person, or remotely online, where we will show you and your team the most important Xero methods and practices.

Our specialists have worked with a wide variety of businesses, in multiple different sectors, so you can be confident that we can help you. Since we already have a good overview of your business, we can tailor

each interactive session to meet your unique needs.

What is your investment?

Most accounting and bookkeeping firms would quote you an hourly rate for the Xero set up work they do.

The trouble with an hourly rate is you have absolutely no idea what the cost will be until after the work is completed. AEL Markhams believe in fees being transparent, fixed & agreed before the work is carried out.

So, what we do is give a written indication of the services & fees, based on your particular circumstances. That way you can budget and know exactly what the set-up is likely to cost.

We also know there is no such thing as a one-size-fits-all solution. Every business is different. Your business is unique. So, what we do is give you a choice of different packages so you can choose the one that best meets your needs. And each of those packages can be further tailored so you get exactly what you want.

Note: In addition to our fee for setting you up you will need to subscribe to the software. However, with our premium package these subscription costs are free of charge.

Your options at a glance

The table on the next page summarises what is included within each of AEL's packages. To help you identify the best option for you here is a quick overview:

Premium set up

This is the best option for business owners who want the most comprehensive training and support for them and their team. This package includes a period of 90 day access to AELs in-house Xero experts for ad-hoc queries, making it our most popular option.

Complete set up

This option is best for business owners who want to get the most out of the Xero software, but need less support once the training is complete.

Essential set up

Perfect for business owners who are on a tight budget and are happy with a comprehensive overview of the software, but with no on-going support.



	Premium set up	Complete set up	Essential set up
Setting up your business on Xero	✓	✓	✓
Your company preferences and templates	✓	✓	✓
Transfer existing transactions into Xero	✓	✓	
Xero data and record review	✓	✓	
Full training library and knowledge base	✓	✓	
Email and telephone support	90 days	30 days	
Xero software educational workshop	✓		
Free supply of standard Xero software	✓		

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

How you benefit from our Xero set up and training

Setting up your business on Xero

Setting up a business on any accounting software system is tedious and time consuming. AEL will do the set up for you, so you can concentrate on running your business!

Transfer existing transactions into Xero

If your business has existing transactions, (such as invoices and bills), you'll need to bring those account balances from your old accounting system into Xero. This can be tricky, so we'll take away all the stress of this process by doing it ourselves, giving you peace of mind that it's been done correctly.

Your company preferences and templates

This is where we set up your bank information and templates, so you are ready to get started, including:

- + Setting up your bank account information for payments,
- + Setting up your credit card information for billing,
- + Setting up your templates for invoices, credit memos and emails, and
- + Auto reminders for keeping you notified at all times.

AEL's complete set up package

Additional benefits

This option is best for business owners who want to get the most out of the Xero software, but need less support once the training is complete. In addition to all the benefits of setting you up, listed previously, you will also get the following help with getting the best out of your system

Xero software educational workshop

Learning and getting to grips with new software is not easy and can take your focus away from the needs of your business. You can waste hours figuring out how to do something and it can get very frustrating. We want to help you bring your finances under control fast and accurately.

After the training, you'll come away with a complete and comprehensive overview of the software so you feel confident to use it immediately.

Our training is customisable to best meet your needs. It could be a full day training at your office, or, if you prefer, it can be delivered online in smaller, bite-size chunks. You choose.



Transfer existing transactions into Xero

Entering historic data to Xero can be tricky and laborious we will take away all the stress of this process, giving you peace of mind that it's been done correctly so you'll be able to compare business data and ensure continued company growth.

Xero data and record review

If your team has already been using Xero without training, it is possible that some transactions were not recorded properly. So to ensure that your current accounting records are accurate, we'll run your data through a checklist of common errors and correct anything that's not quite right. Ensuring the accuracy of your financial records is crucial to running a successful business.

After reviewing your system AEL can also recommend add-ons and upgrades that would considerably reduce your bookkeeping time.

Email and telephone support

Even with training, there will be times when you are not sure how best to do something. As part of our complete training package you get email and telephone support for 30 days equating to 2 hours of support with each bundle.

AEL's premium set up package

Additional benefits

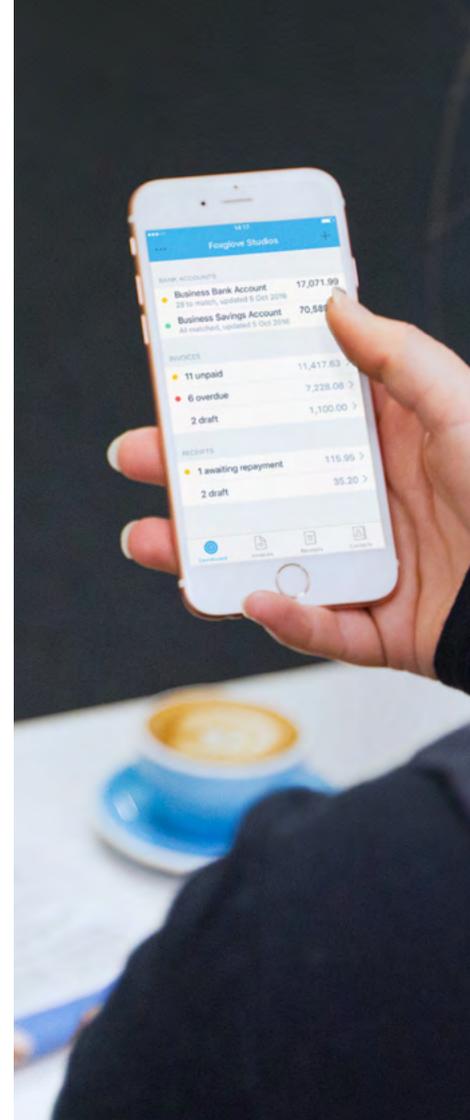
This is the best option for business owners who want the most comprehensive training and support for themselves and their team. In addition to all the previously listed benefits you will also get the following help:

Email and telephone support

Feel like you need more ad-hoc support after your training? As part of our premium set up package you get email and telephone support for 90 days equating to 7 hours of support.

Supply of Xero software

AEL will pay the software subscription for your Xero software on your behalf.



Popular add ons

Here are some of the most popular services business owners ask for in addition to running Xero set up and training:

Keeping on top of – and understanding – your numbers

Management reports, forecasting and budgeting help you plan and will give you an early-warning signal if you are likely to face cash shortages. Our management reporting service is broken down into three packages so you can choose the one that works best for you. This service will give you a continually up-to-date complete picture of what your business might look like in the future. In fact, this is such a powerful business planning tool banks very often insist on it as part of raising finance.

Keep your accounts up to date so you don't have to

You may loathe bookkeeping and paperwork. Unfortunately, it has to be done in a prescribed format... otherwise HMRC may choose to investigate your company and challenge your recordkeeping.

We're aware that you'd much rather be out there making money from your business or spending your weekends with family and friends.

So why not let AEL take away all that hassle so you can spend your time with the people you love, doing the things you love?

A+E+L
MARKHAMS

BUSINESS ADVISORS
CHARTERED ACCOUNTANTS
TAX CONSULTANTS

If your business is ready to get started with professional Xero set up and training, we can arrange an online, over the phone, or in-person meeting to evaluate your needs.

0207 433 6940
201 Haverstock Hill
Belsize Park
London
NW3 4QG

info@aelmarkhams.co.uk
www.aelmarkhams.co.uk



CONTACT US

Become a Xero expert

Contact us at info@aelmarkhams.co.uk to set up a free, no-obligation consultation