

Excellent service accounts for company's nomination

A THRIVING new accountancy firm in Silverstone has won a place in the finals of a national award, in the Customer Excellence category.

The winners of the Growing Business Awards 2010, organised by Real Business magazine, will be announced at a prestigious awards ceremony and lunch at the Marriott Hotel in London's Grosvenor Square on November 25. And this year's judging panel consists of some of the UK's

most successful entrepreneurs including Dragons' Den star James Caan, King Of Shaves CEO Will King, and LOVEFILM CEO Simon Calver.

Accounts Assist is an accountancy firm set up to deliver a service specifically for small businesses, with customer service at its core. Founder Anita Brook, from Buckingham, said: "We are delighted to be a finalist in the Customer Excellence category as our aim from the outset was to

offer a better service.

"Following 10 years as an accountant in the City, I saw what a money-orientated, cut-throat world accountancy can be and wanted to do something different. "As an antidote to this, Accounts Assist is based on clarity, honesty and transparency, with fees quoted up-front, the option to spread payments and no hidden costs.

"Phone calls, emails and letters are all free – something which

many accountancy firms charge for."

Anita said her tariffs are designed to be affordable, and the option to spread fees over 12 months allows small businesses to control costs from day one – while keeping Accounts Assist's cashflow healthy and turnover high from the outset.

The Growing Business Awards 2010 comprises 11 categories, each showcasing the best growing businesses in the UK.



FOUNDER: Anita Brook