

# Which accountant would you choose?

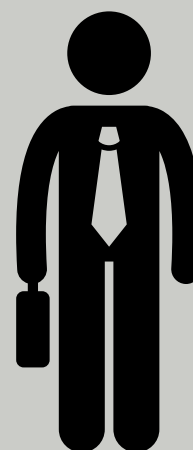
Legally anyone can call themselves an 'accountant' – you don't need any **training, qualifications or experience.**

**With a chartered certified accountant you can be guaranteed of all three.**



## CHARTERED CERTIFIED ACCOUNTANT

- ✓ Following years of training and experience I can help you make the most efficient use of your money and make your business grow. I bring so much more to the table than just bookkeeping.
- ✓ I am regulated by a professional body and bound by a Code of Ethics, meaning you can have total confidence in my professionalism. If you are unhappy with my work, you have recourse with a professional regulator who'll investigate my professional conduct.
- ✓ I am required to complete continuing professional development each year. My knowledge is therefore kept up to date and I understand how the latest regulations affect you or your business.
- ✓ I hold a practising certificate and professional indemnity insurance, meaning you are protected against work I perform that harms you or your business.



## UNQUALIFIED INDIVIDUAL

- ✗ I hold no accountancy qualifications, so there are no guarantees about my accountancy knowledge and quality of work. I am unlikely to be able to offer the full range of services and expertise a chartered certified accountant can.
- ✗ I am not regulated by a professional body, so I am not bound by a code of ethics and there is no avenue of complaint if you are unhappy with my professional conduct.
- ✗ I am not obliged to keep my knowledge up to date, meaning I could be working to outdated standards and regulations – leaving your accounts open to question.
- ✗ I may not hold a practising certificate or professional indemnity insurance, meaning you are not protected or insured against any work I do that harms you or your business.

Grow your business, protect your finances and have confidence in your accountant.

**Always appoint a chartered certified accountant.**