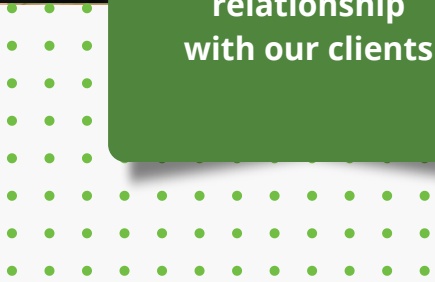







**Strong relationship with our clients**

**Seamless and consistent delivery of service**

**Fair and transparent fees**



FOLLOW US:  

 85 Great Portland Street, First Floor  
London, W1W 7LT  
 Tel: 020 3355 4914 | Mob: 07818 000 666  
 [info@hmraccountancy.co.uk](mailto:info@hmraccountancy.co.uk)

## Why HMR Accountancy Limited?

It would be our pleasure to become a strategic partner to your continuing success. We know the high standards you have set as well as the quality of service you expect and deserve from us.

When dealing with HMR you will benefit from the following:



### Strong relationship with our clients

- We understand your business structure, priorities, and personnel.
- Our team understands the unique elements of your operating structure that could be impacted by your business.
- We maintain direct and open interaction with our clients and always spend the time they deserve from us to provide them with state of the art services.
- Using us as consultants reduces the overall combined time and fees connected with any of your businesses.

### Seamless and consistent delivery of service

- We will ensure that you have a single point of contact to address your service needs through a dedicated team. Our aim is to provide you with seamless and consistent service.
- Our full adherence to the professional standards of the profession, and our fiduciary duty to the public puts us at the top.
- We strictly adhere to robust quality control procedure.

### Fair and transparent fees

- We are committed to significantly invest in our relationship with you, as reflected in the pricing of our services (Section 4 of this proposal).
- We are confident that we will provide the highest quality of services at competitive prices.

#### Paper Records

- ✗ Manual payroll timesheets
- ✗ Not connected
- ✗ Manual bank entries
- ✗ Manual billing for services

#### Paperless Records

- ✓ Automate payroll timesheets
- ✓ Connected 24/7
- ✓ Automated bank feeds
- ✓ Automatic billing for services

## Our Approach and Methodology Reporting & Tax Compliance

### Evaluate

- Strive for continuous improvement
- Conduct a joint evaluation of the engagement and determine actions to improve the process for the next cycle

### Plan

- Understand the nature and objectives of the activities within the Company
- Customize our cloud accounting software plan to set-up costs and revenues accounts

### Gather Data

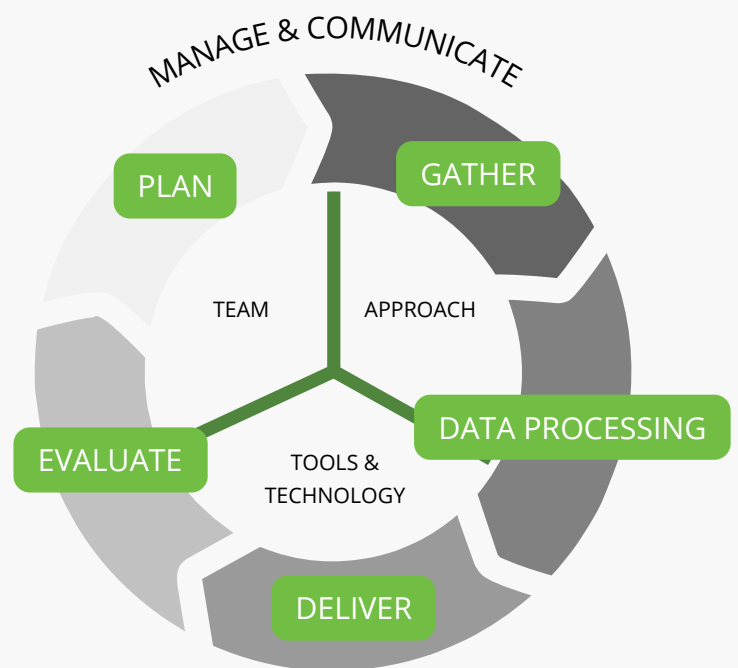
- Collection of all relevant information necessary for accounting and tax reporting
- Confirm the validity and completeness of the data
- Provides an opportunity for the team to ask questions while the data is fresh

### Data Processing

- Free receipts and supplier bills submission app subscription
- Free Award winning real-time accounting software
- Having 24/7 remote access to your business's platforms so you can run your business remotely

### Deliver

- Provides for storage of Accounts, Annual Reports, Annual Returns and different Tax Forms in an electronic format for easy access by you and the engagement team
- Minimizes time required to respond to audits and enables tax planning



### Manage & Communicate

- Dedicated Client Accountant
- Unlimited support - 24 hour response policy
- Communication is critical throughout all phases of the accounting tax reporting process .
- This communication is accomplished through the use of checkpoints, periodic meetings and formal and informal discussions with your executives



## Highlights on Software Supporting Your Business

Free subscription in award winning accounting and practice management software.



### Senta powers up your business

Discover the convenience of Senta, our client service platform. With Senta, you'll have a secure account to streamline communication and document sharing. Say goodbye to unnecessary logins - we'll notify you via email whenever there's something for you to review.



### We are Certified XERO Advisors

Introducing Xero, the elegant and user-friendly cloud accounting software. Experience seamless management of your finances with features such as Invoicing, Inventory, Business performance dashboard, Bank connections, Expenses, and more. Effortlessly stay in control of your business health with Xero's precise records and convenient mobile app, while enjoying faster payment processing.



### Hubdoc - All Financial Documents in one place, automatically

Get automated bookkeeping with Hubdoc, the ultimate data capture tool. It extracts key data from your documents and creates transactions in Xero seamlessly. Easily email bills and receipts to Hubdoc or use the mobile app to upload photos. Set up automated connections for effortless bill management.



### We are Certified QUICKBOOKS ProAdvisors

Enhance your business with QuickBooks, the top accounting solution. It's a proper system, offering streamlined functionality for easy management of small to medium-sized businesses. QuickBooks actively listens to business needs and continually improves to provide necessary functionality.

**Flexibility:** Choose and pay for the features you need with QBs flexible packages, simplifying your accounting solution.

**App Integration:** Access a wide range of affordable and easy-to-integrate third-party applications from the QBs App store, saving you time and money compared to bespoke systems.

## OUR TEAM

### MOHAMAD EL-ASSADI

Managing Partner

#### Educational Background:

- BA (Hons) Accounting
- MSc Accounting and Finance
- Association of Chartered Certified Accountants (FCCA)
- Institute of Leadership & Management (ILM)

#### Background:

Mohamad started his career in 1998 at a medium sized Birmingham practice. He qualified as a Chartered Certified Accountant in 2003 then enjoyed both Financial Controller and Financial Director roles within industry.



### RIMA ABOUKHACHAB

Partner and Tax Consulting Specialist

#### Educational Background:

- BA (Hons) Accounting and Finance (First Class Honours)
- Association of Chartered Certified Accountants (ACCA)
- Chartered Institute of Management Accounting (CIMA)
- Holder of on ACCA Practising License

#### Background:

- Rima started her career as an hourly paid lecturer at the University of West London in 2015. She then joined a medium accountancy firm in 2016 where she trained and qualified as a Chartered Certified Accountant by 2019.
- Rima was promoted to a department manager role and obtained her practising license prior to joining HMR Accountancy.



## GET IN TOUCH WITH US

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