

# Apr 14 Newsletter (Copy 01)

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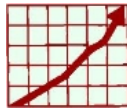
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## April already!

Welcome to another edition of GECA Business News and Updates. It's hard for us to believe that we're already at the end of April. Signs of the improving economy are reflected in the increasing number of transactions being undertaken across our client base and we have been busy providing structuring advice and due diligence services on several successful acquisitions. As always, please [contact](#) us if you need advice or accounting support with any upcoming projects or transactions.



## Combat interest rate rises

Rising interest on debt can be a curse when running a small business. However, there are some quick and easy policies you can start using to combat interest rate rises. Individually, small steps can add some value to a business, but when combined they can make significant differences. Think of your business like a car in development. Improved aerodynamics, fuel injection and weight loss might separately increase fuel economy, but used together they could make the car a market-leader. [Here](#) are three easy tips you can implement in your business to combat the effect that rising interest might have on your bottom line.



## Strengthening your balance sheet

As part of our series on Understanding Your Numbers, we're now looking at the balance sheet (now more correctly called a Statement of Financial Position) which reveals a great deal about your business, including the total value of your assets – the things you own; how much you owe to others – your liabilities; and the level of your solvency. These three aspects will be studied carefully by lenders and investors – and by buyers if you intend to sell your business. But they should also be important to you, because it's important to be solvent at all times. In other words, you need to have more assets than liabilities available to pay your debts. If you can't pay bills when they fall due, your business may be technically insolvent. Fortunately two simple tests can quickly reveal your solvency. Read [more](#).



## Business Technology Focus

There has been a noticeable increase in the number of clients seeking our advice on how to implement cloud based technology solutions to improve process efficiency and realise cost savings. In response to this, the GECA Business Update will highlight a particular technology that can improve your business. This month's product is Spanner Planner, a complete, online, workshop management system designed to simplify the running of workshops of all types, from mechanical to tyre and bicycle. By using mobile friendly tablets, the work force maintain optimal efficiency and the automatic interface to the MOT database provides for simple and easy customer management. Find out more about this Xero add-on [here](#) with a live demonstration at 3pm, 15 May 2014.



## Events

Client education is an important part of what GECA offers our clients, by way of newsletters and client workshops. We regularly run complimentary events for business owners and business people wanting to up-skill and you can see the full program [here](#):

- 8 May - Intro to Xero (Book [here](#))
- 15 May - Spanner Planner demo (Book [here](#))
- 29 May - MYOB Accounts Right Live demo (Book [here](#))



### Referrals

We value your relationship and we value your recommendations, so tell your friends to either [email us](#) or call us to discuss how we can help them in their business and we will reward you and them with our generous referral system - [click here](#) to ask us more on how this works!



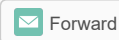
### Fixed Fees

At GECA, we understand you have enough variables to deal with in business. That's why we provide a transparent, 'no surprises' fixed fee model. To help with cashflow, for our larger clients we also offer payment solutions by monthly instalment. Find out more about fixed fees [here](#).



### Team Talk

The GECA team continues to add resource to support our growing client base. Welcome to Geoff Bowker, a former tax partner in two major international accounting firms. Geoff is highly regarded for his ability to blend sound strategic advice with technical tax expertise and further strengthens GECA's tax advice services to our clients.



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