



The Meades Client Charter

The formula for Life-Changing success



One of the key ways we keep our business on track is by asking everyone, including our team, consultants and clients, to commit to a clear set of principles. These are the foundation of what we do, how we perform and ultimately the first-class service we deliver.

This charter sets out the commitments we ask you, as a Meades client, to make to us, and the commitments we make to you. I believe they are essential to enable us to help you towards your own success, as we work with you to keep your business compliant, save you tax and help you grow.

Please use these principles throughout your relationship with Meades – and, for our part, we will do the same.

Paul Meades,
Managing Director



Success is a powerful science - simply follow the rules

The thing about a tried and tested scientific formula is that it will work – every single time. Driving in a straight line at 60mph for 10 minutes will take you 10 miles (guaranteed) but travelling the same distance at 90mph is likely to get you a fine! If you split uranium atoms correctly, the fission process generates heat, and a turbine can turn this into electricity. But if you get it wrong...

Once a scientific formula has been proven you can rely on it to give you the same results over and over again. Ignore the rules or cut corners, however, and you risk falling short of your expectations or maybe even damaging any progress you've already made.



The two critical sides to a winning formula

If there is one thing that we have learned in business, it is that communication and trust underpin all successful relationships. That principle is as scientifically proven and reliable as anything in life. As your accountant, we are abundantly aware of the charge that you place in our hands, and we take the weight of that responsibility very seriously. Letting you down is not an option for us – so we have turned it into a science.

The MEADES side of the success formula looks like this:

M **MOTIVATE:** we aim to live the talk – so every time you contact any of the team, we will be positive, professional, honest, open and committed to the service and confidentiality that you rightly expect from us

E **EDUCATE:** we will keep you fully informed on the key information you need to know about your business – the highlights and the warning signs, the opportunities and the risks – you will always know in plenty of time to act

A **ANSWER:** we will reply to every telephone message or email within 24 hours and every letter within 48 hours of the day we receive it – every single time

D **DEADLINES:** you will never need to chase any of the team – we will always complete every task on or ahead of schedule, and we will always do what we say we are going to do when we say we are going to do it

E **ELEVATE:** we will always look for new ideas that could elevate you to become even more successful – and we will promote you to our contacts wherever we feel they could benefit from your products and services

S **SOLVE:** we are committed to solving your issues, and we will believe that principle underpins our purpose as your accountant – your question or problem is not solved until you are 100% delighted with the result

As our client, and a 50% partner in the success of your winning formula, the honest truth is that this relationship will only work when you commit to your side of the deal. A surgeon's scientific knowledge and life-changing skill in the theatre can only work if the patient follows their advice and is proactive in their own recovery.



So YOUR side of the success formula looks like this:

Y

YES: you simply need to agree to match our level of positivity, professionalism, honesty and commitment to helping us do the best job that we can for you – please treat us as part of your team

O

OPENNESS: you must promise to tell us immediately if we do anything that you are in any way unhappy with – we would also ask that you pay for our services by monthly direct debit so that we don't have to chase

U

UPDATE: you should reply to all our requests for information within the mutually agreed timescales and provide us with all the information and answers we need to carry out our work – we cannot deliver if you don't

R

REFER: if you believe we are doing a great job for you and providing you with outstanding business growth and proactive accountancy services, perhaps we can help your contacts too – please refer us where you can

We are 100% committed to building your business, making your numbers add up, and supporting your business to your chosen destination. And to do this, we need your 100% commitment to following the rules of the road ahead.

Our clients' opinion matters the most

“ They enable to me sleep at night because they're so professional. ”
Chris Mew, CRM Architects Limited

“ It's transformed our business and how we do our accounts. ”
Bill Pamplin, Julian Thwaites & Co.

“ They've given me a lot of confidence to enhance and grow the business. ”
Phil Ember, Ember Electrical

“ It's saved us money - and that's key for us. ”
Ray Adde, Addelec Ltd

“ Paul is a professional in what he does. Open minded, proactive and innovative specialist in his line of work. ”
Arien Brouwers



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