

ALEXANDER, MOORE & CO.

CHARTERED ACCOUNTANTS

Accountants are businesses, too. So when a small but thriving local practice in Pinner considered which accounting software to advise its clients to use, it naturally offered the package it used for its own book-keeping – Intuit's QuickBooks.



Alexander, Moore & Co. have been practicing as accountants and business advisers since 1986 providing professional but friendly service in financial and taxation matters. The firm's two partners, Alex Kettles and John Moore take a keen interest in both new and growing businesses. They've found that QuickBooks is pivotal to how they promote good financial management to their business clients.



QuickBooks was recommended to John by a client almost ten years ago. With very little IT background, John quickly realised that the software was easy to use and therefore absolutely ideal for him and also easily met the firm's own book-keeping needs.

"We had tried a few different accounting software packages in the past but more often than not, they were rather cumbersome and not at all flexible. As a small business owner, I simply didn't have time to spend hours trying to get to grips with new software but QuickBooks proved to be very easy to use and I didn't hesitate to purchase it."

John has since joined Intuit's Professional Advisor Programme and now trains his own clients on QuickBooks. "We absolutely rely on QuickBooks for our own business and I simply wouldn't recommend anything else to my customers. Many of our customers have never used accounting software before and still use Excel to manage their accounts. We have one customer who was in this situation in the summer and after a couple of hours of QuickBooks training he was absolutely delighted with it. The beauty of QuickBooks is that anyone can use it, from accounting novices to professionals."



John has also benefited from the new 'find an advisor' feature on the QuickBooks website which directs Intuit's customers to their nearest Professional Advisor. "Being part of Intuit's Professional Advisor Programme has not only given me the opportunity to train small business people how to better manage their finances; it has also brought in new customers."

His final words of advice for clients contemplating their first business venture? "Many people find starting a business quite daunting, particularly when it comes to managing their finances. QuickBooks is a simple but powerful way that small business people can take control of their finances and by providing access to Professional Advisors, Intuit is really giving its customer's an all-encompassing solution to financial management."

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