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# 4 Your Relationship with your Accountant

It's quite difficult for us to get a handle on what business owners think of their accountants, but over the years we have picked up on some general themes.

Many business owners think of their accountants as either:

1. The police/headmaster making sure you don't do anything wrong
2. Mentors or guides to help you run your business
3. AWOL – totally absent from any of your day to day activities

## What do you think of yours?

If your view of your accountant is either 1 or 3, then you are missing out on something that could be invaluable to help your business grow. Being in either of these groups could be the source of many of your business problems.

If you have a negative view of your accountant. I totally understand, there are good reasons for this:

1. Many accountants are not interested – they are year-end accountants. They are not interested in your day to day business, just the year-end numbers, so they don't contact you or try to get to know you or your business.
2. Many accountants charge you by the hour, and so you avoid using them in fear of a massive bill.

3. Some accountants have a reputation as introverts and are difficult to engage with.

If your accountant is any of these things, then you have the wrong accountant, and you need to change.

## Why haven't you changed already?

*"Change is not popular; we are creatures of habit as human beings. 'I want it to be the way it was.' But if you continue the way it was there will be no 'is.'"* **Robin Williams**

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We are creatures of habit, so change isn't easy, so most people stick with what they know.

This comes largely from not realising how much a force for good a great accountant can be and from the thought that all accountants are the same.

## The reason a close relationship with your accountant is essential

Your relationship with your accountant is and should be unlike almost any other business relationship you have.

Unless you have a mentor or a business coach (and most business owners do not), your accountant could be the closest support you have. So, it's vital to have a good relationship with them. To get to know them and to ask them to get to know your business.

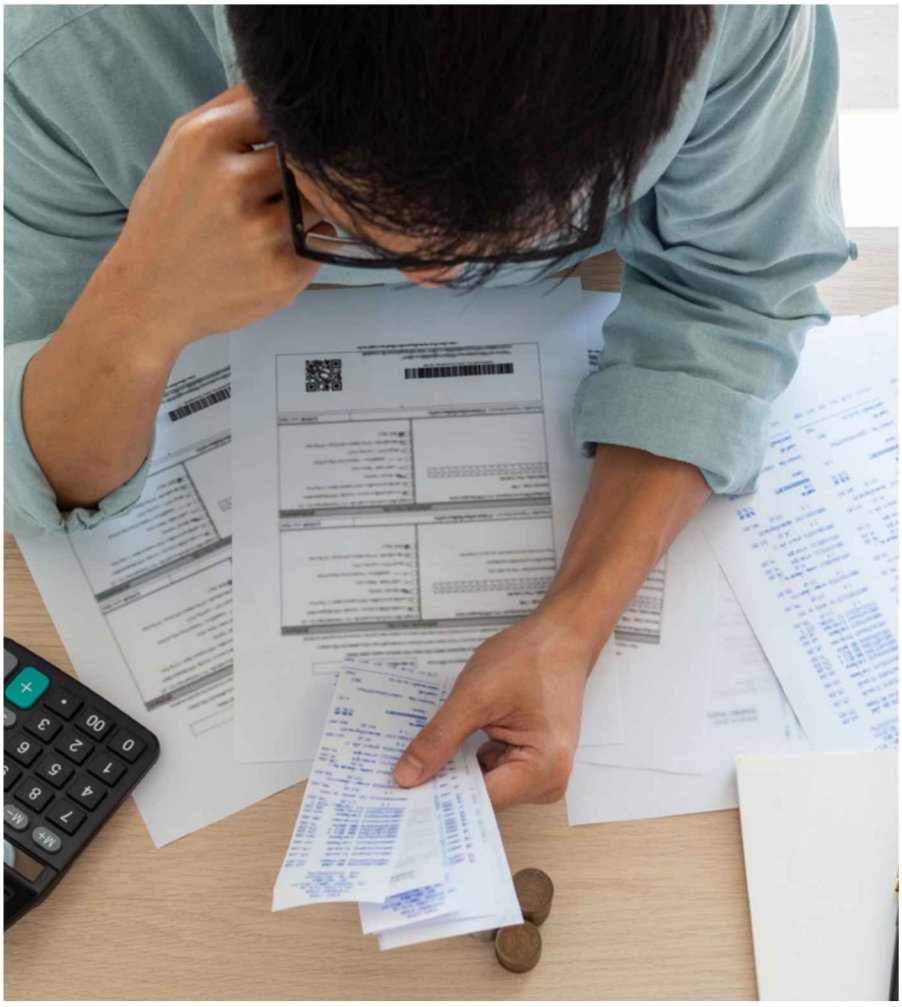
Finding the right accountant will have a huge positive impact on your business.

Wouldn't it be nice to have someone willing to be as passionate about your business as you are and who will not constantly be looking at the clock in glee for the bill, they will raise you after you have spoken.

So, ask yourself "have I or could I ever have a better relationship with my accountant?" If the answer is no, then it's time to find someone else to take on your business growth journey.

Here are the ways a good relationship with your accountant can help your business.

1. Spotting trends in your business
2. Helping you pay less tax
3. A sounding board for new ideas
4. Ensuring you comply with the requirements of running a small business
5. Helping you achieve your vision
6. Helping you understand your numbers
7. Planning for the future
8. Helping you to avoid running out of cash



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