*These are the sections I would like to include in the design. These are based on the sections suggested by Donald Miller in Marketing Made Simple. Each section should be laid out to be visually appealing – use / suggest appropriate images, short video loops, icons, etc as appropriate for each section.*

*The section headings in bold do not need to go into the website, this is just to indicate a new visual section to the website. Similarly the parts in italics are not to go into the website copy.*

**SECTION 1: HEADER:**

*Main title:*

Expert accountancy services for property investors and ambitious business owners

*Subtitle:*

Earn more, keep more, run your business with confidence

*CTA button:*

Book a discovery call now

**SECTION 2: THE STAKES**

Does your accountant understand property tax?

Are you tired of not getting the support you need from your accountant to run your business?

How much is unclear advice and poor accounting services costing you and your business?

**SECTION 3: VALUE PROPOSITION:**

*This has been laid out as a table but should not be a table in the design – it should be something more visually appealing.*

*Heading:*

You need an accountant that acts as a business partner

|  |  |  |
| --- | --- | --- |
| ADD ICON | Experts at Property | We help you through your property journey, giving expert tax advice at every step |
| ADD ICON | Entrepreneurial Accountants | Get a business partner that understands what it takes to run and grow a business |
| ADD ICON | Finance function | We can run your entire finance function, taking away the hassle of managing the finances |
| ADD ICON | Know who to contact | You will have a client delivery team – no more confusion about who to contact |
| ADD ICON | A business partner | Never worry about the finances and taxes again. Make the move from worker to owner and keep more, work less and get your time back. |

Get an accountant that is on your side.

*CTA button at the end:*

Book a call

**SECTION 4: GUIDE EMPATHY AND AUTHORITY**

We understand that running a successful business requires an incredible amount of effort and dedication – we do it ourselves.

We understand that building a property business takes an unbelievable amount of time and commitment – we do it ourselves.

You want to know that the decisions you make are based on sound, correct advice and you want to be able to talk to someone you trust for that advice.  So don’t worry – we’ve got this.

*Make the 115 years visually stand out:*

115 years + combined experience covering property tax through to completing business sales and purchases worth $1bn.

How we’ve helped our clients:

*Testimonials – for design purposes please use a stock headshot of an individual with the testimonials and quotes. Please make suggestions for the different potential ways to show this, e.g. the copy and headshot side by side, or the copy laid on top of a faded out headshot, etc.*

Del Bhanot, MD of KKB Group:

“In 2020 we were frustrated with our in-house FD and took to step of asking Nijjer Accountants (who we had worked with for 15 years) to step in and fulfil the role through their Virtual Finance Office service.  It was a big decision to make, but one we are very happy that we did because of the impact it has had on our finances.  Deadlines are never missed, audits are completed without issue and our banks have commented that they have never had more comfort with our numbers.

They have helped us rebuild back end systems, cashflow models and worksheets and also now taken on our payroll.  We are looking at more ways to work closely with Nijjer Accountants because of the value they can add.”

Paul Henry and David Braddon, founders of Esquire Developments

“We have been with Nijjer Accountants since day one and 12 years later they are still our trusted advisors.  Even as we scaled up our in-house finance team, the team at Nijjer Accountants have provided us with invaluable service and advice that we would not be able to get anywhere else and has saved us money and earned us money.

They have been able to deal with everything we have put their way and suggested their own services and products that have returned a lot more than we invested.  Right now they are working with multiple levels within our team on company accounts, tax advisory projects and helping us with structuring our companies for the next phase of our growth. These are the accountants to have on your team”

Ashley Lindsay, Property Investor:

“Nijjer Accountants saved us a small fortune on SDLT.

We are currently purchasing 8 HMOs. I was aware that you could make savings on SDLT if the transactions were linked or that you could claim multiple dwellings relief.

I spoke with a number of accountants who suggested that we would not be entitled to any reduction or that our bill could be reduced by around £10,000.

Nijjer Accountants were the only firm that looked at the situation in a commercial and solution-driven way and saved us a further £50,000.

Thanks team!”

Josh Keegan, Serial Entrepreneur and Property Investor:

“It is rare to find a tax accountant who can explain things in 'entrepreneur' language allowing not only for massive tax savings but a level of empowerment and understanding to take things to the next level.

Nijjer Accountants operate efficiently, they are responsive, and you know that if you ever have any issues they will not hesitate in getting them resolved for you. A truly competent and refreshing company to work with 🙌”

**SECTION 5: PLAN**

*This section are the steps someone has to go through to become a client. Please give options on how this can be attractively presented as a series of actions.*

1. Get in touch

Book a call with us where we can get to know you better, understand your business, your challenges and where you want to get to in order to see if we're a good fit to work with you.

1. Get a plan

We'll put together a plan to help you to get your structure right, start to manage your finances better, find ways to pay less tax and take the stress of your accounts away.

1. Get going

We take over everything from your old accountant, get you set up on our systems and meet your client success team. We’ll set out timeframes, responsibilities, etc. to get the relationship going and help you get to a new level of success.

*Add a CTA at the bottom, in the middle of the page.*

Book a call

**SECTION 6: EXPLANATORY PARAGRAPH**

**At Nijjer Accountants, we know you are the kind of people who want to be successful and know that your business is being looked after. This gives you the time and stress-free mind to do the things you love doing and to see the people you love seeing.**

To do that, you need to focus on the important issues in your business, know that the numbers are taken care of and your accountant is on your side.  You also need to know that you are getting reliable feedback and advice that can be used to make decisions.

The problem is (and we hear it from a lot of people) that the current accountant only does numbers and nothing else, or they don’t reply to you, or they don’t offer any solutions, feels like they are on the other side of the table from you, or don’t understand property or…  Whatever the problem is, the end result is you are micromanaging and not getting the results or lifestyle you want.

We understand that we are your partners in your business and want to see you succeed. That’s why we approach every problem as if its our own. So book a call today, so you can stop micromanaging and stressing and start focusing on the bigger picture and living life.

*Add a CTA at the bottom, in the middle of the page.*

Book a call

**SECTION 7: VIDEO**

*Please design a holding place for a video to be embedded when the website is coded.*

*Add a CTA at the bottom, in the middle of the page.*

Book a call

**SECTION 8: FOOTER**

*Visually attractive footer containing the same information as in our current website.*