

28 July 2016

Valued client

Good day

SAVING TIME, SAVING MONEY (1)

All clients, please read further:

If you are not a client, you do not need to read further.
This is not compulsory reading for all clients.
Not only relevant to South African circumstances.
No afrikaans version of this e-mail available.

During 2014 our firm ran a most successful campaign on "Saving Time, Saving Money", assisting our clients with more cost-effective ways to save money by saving time. This campaign introduced more effective ways of doing accounting work to our firm and clients. This campaign concluded with this picture:



The red arrow referred to the clients who did not participated in and benefitted from the campaign, whereas the blue arrow referred to the clients who changed their ways towards a more cost-effective approach to accounting work.

The overall results of the "Saving Time, Saving Money" campaign was however so successful that our firm subsequently employed less staff, reduced overall costs, and subsequently had no need to introduce major fee increases during the past two years.

That said, our firm is continuously experiencing a growing divide between those clients who embraced the "Saving Time, Saving Money" campaign and those who did not, resulting in unnecessary high accounting fees for the latter. To assist clients in this regard, we now decided to launch a simple, but hopefully effective continuance of the earlier "Saving Time, Saving Money" campaign in the form of topic specific notices to clients in this regard.

Going forward, our firm may from time to time include one of the following notices to current communication with clients indicating whether the specific accounting work is done cost-effectively or not:

Saving Time, Saving Money: This particular action/process is saving us time and saving you money. This action/process is either the most effective way or close to being the most effective way in dealing with this accounting work. We appreciate your assistance in saving you money.

Saving Time, Saving Money: This particular action/process is not adequately saving us time and subsequently not saving you money. This action/process is not necessarily the most effective way of dealing with this accounting work. We suggest that you implement further methods to save you money. Please contact us for more details.

Saving Time, Saving Money: This particular action/process is not saving us time and subsequently wasting your money. This action/process is a very ineffective way of dealing with this accounting work. We suggest that you implement methods to save you money. Please contact us for more details.

These topic specific notices will hopefully assist specific clients in determining how cost-effective their dealings with our firm actually is, and allow clients in specific cases to implement more cost-effective methods of dealing with their accounting work.

Please contact us, should you receive an orange or red notice from our firm inviting you to implement cost-effective measures.

Please contact us, should you require any further advice or assistance.

Regards

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