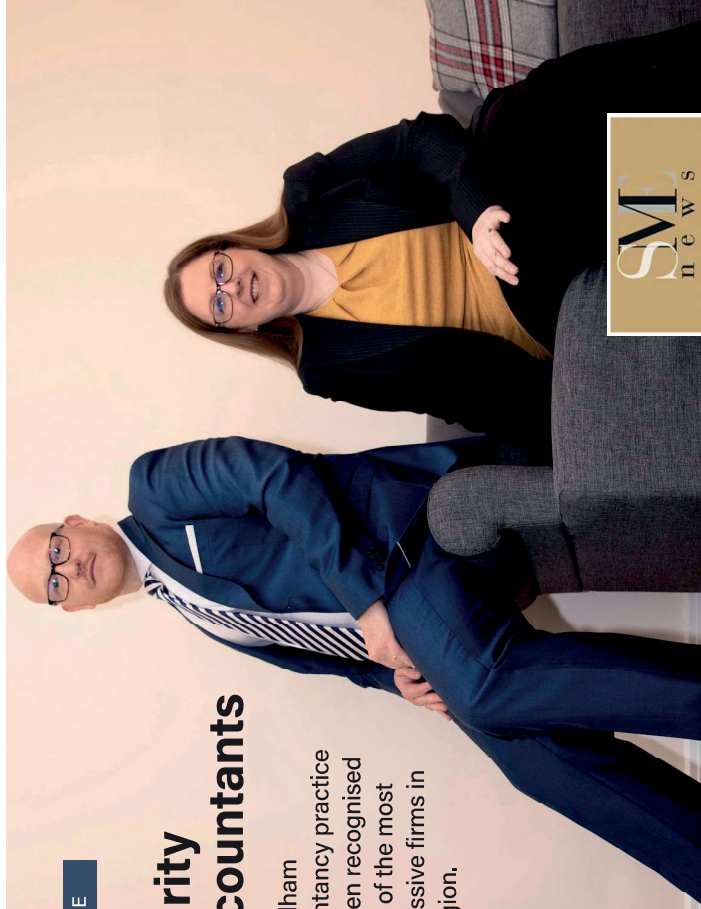


# Clarity Accountants

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Clarity Accountants and Tax Advisors Ltd, which operates from a suite of offices in Lees Road, won the accolade in the SME News 2020 UK awards.

Established in April 2009, by Group Financial Director Joanne Elliott and Managing Director Matthew Elliott, Clarity Accountants was named 'Most Progressive Accountancy Practice North West' at the 2020 UK Enterprise Awards.

Clarity Accountants was born out of a desire to do something differently, empower clients and provide a unique and valuable service. Whilst working at previous accountancy firms, Joanne found that most clients didn't fully understand what they were signing each year and felt that there was a better way.

Clarity Accountants works on the ethos that every client should have access to reliable business advice, accurate financial reports, pay the correct amount of tax, utilise the latest and most relevant software, have a voice and be heard.

When asked "Why Clarity?", Joanne answered "As the name implies, we bring

clarity to our clients' businesses, help them understand their finances, describe what the accounts show and explain what the client is signing. Our advice is clear and transparent, and no question is a 'silly' question."

Joanne's husband and business partner, Matthew added: "Everything at Clarity is explained to the client so that they understand what we are asking them to approve. We build up business relationships with our clients so that they feel comfortable with us to be able to ask ANY question, no matter how simple or complex."

Explaining how Clarity was able to win this most recent award, Joanne said: "We are forward thinkers, strategic planners and understand that our success is directly related to our clients' success. Many accountants are what we call 'compliance firms'. They will produce year end accounts, VAT returns, tax returns, management accounts or run your payroll.

"They are only helping their clients to look 'BACK' into the previous years to see what tax they owe and not necessarily how they can use this to impact their future trading. Obviously, this is important and legally required, but does not help clients with growth, scalability or with the motivation to

get up in the morning to drive and achieve success.

In response to many client meetings and questions raised related to business growth, the firm has launched a new strategic programme - 'Clarity Mentor'.

"This is more than just a coaching and mentorship programme," says Joanne, "We are business and financial strategists able to help new and existing clients adapt to the markets in which they are operating, helping with innovations, whilst encouraging growth and business strategy mind-sets to a level that allows them to plan for the future."

- "Adventure awaits the brave"



## CLARITY ACCOUNTANTS

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Seven reasons why clients use Clarity to grow and support their business:

1. With over 20 years industry experience we're 'QUALIFIED' to do the work, not everyone who calls themselves an accountant is
2. We are huge fans of using the latest technology to help move your business forward
3. Award winning, we know what we are doing, and the industry agrees
4. On your doorstep in the heart of Oldham
5. On-site experts for Pension & Mortgage advice
6. Recognised social media presence
7. We are passionate about your business and know that our success is directly linked to yours.



### Available Services:

YEAR-END ACCOUNTS  
BUSINESS & PERSONAL TAX RETURNS  
COMPANY FORMATIONS & SECRETARIAL SERVICES  
BOOKKEEPING & VAT  
PAYROLL & ENROLMENT  
BUSINESS GROWTH STRATEGY  
COACHING & MENTORING

"Sometimes what you need is someone to stand alongside of you and remind you that you do have greatness within you, to encourage you to be the person that you were created to be. As we grow, we stop believing that truly amazing things are born out of simple but purpose filled steps." Let Clarity guide your steps. Adventure awaits the brave!

Matthew J. Elliott, Managing Director - Clarity Accountants & Tax Advisors

IF YOU FEEL THAT CLARITY CAN HELP YOUR BUSINESS WHY NOT DROP US A MESSAGE OR VISIT US ONLINE