

THIS MUCH I KNOW

As Chingford-based Lesser & Co Chartered Accountants turns 30, founder Stephen Lesser on what the years have taught him

I started Lesser & Co Chartered Accountants and Business Advisors 30 years ago in my former business partner's garage. The company has now evolved into one of the most established accountancy practices in Chingford and is a recognized brand across London with many clients based all around the country and abroad. My son, Keith, joined the firm seven years ago and the business has grown exponentially in this period.

ATTENTION TO DETAIL

The bedrock of Lesser & Co is the results achieved for clients. Clients stay with us year after year and recommend their business and social networks to us because of the fantastic outcomes achieved. This attention to detail, not just from a technical perspective, but to the client's bespoke situation has allowed us to achieve phenomenal results.

QUALITY STAFF

Undoubtedly, what has helped catapult us to the next level over the last few years is that alongside the growth in our client base, we have recruited some very capable individuals to join our team. This means alongside our core which



Stephen Lesser is celebrating an impressive 30 years in business

is the family, we also have a team that delivers the Lesser & Co values. This is not by accident but by both regular studying for the ACA qualification and more importantly the on the job training.

INVEST IN TECHNOLOGY

Whilst our tax expertise cannot be replaced by robots and will not be for many decades, software can do what used to be the traditional accounting. Automation and training in our personal tax software, as well as our embracing of Quickbooks, becoming a Platinum Partner last year, is imperative. We have moved to a more modern process gradually, which has worked well.

DEVELOP RELATIONSHIPS

We know our clients, we are not a factory. It's developing these relationships that means not only do our clients recommend us they also give us a five star reviews.

KEEP ON GROWING AND EVOLVING

So many accountants stand still, but you just can't afford to stand still. Taking on new business on a continuous basis is imperative - whether its clients retiring, clients taking full time jobs and giving up their companies, selling their properties or HMRC changing the rules - circumstances are constantly changing.

GET REVIEWS

We stand out online because if a member of the public is searching for an accountant in London, they will see we have 25 five star reviews on yell.com (and counting). This means they will come to us and we have automatic credibility. Everyone says they are good but can they back it up?

WORK SMARTER, NOT HARDER

Everyone wants to get paid, deal with pleasant characters and people that communicate with you when required. The worst thing is chasing a client when they haven't settled your invoice. We don't introduce new business practices like "we must be paid up front" as that would put some good clients off. But we try and filter between the good and bad eggs so that we aren't working so hard on clients that are unappreciative and don't settle their bill. Thankfully 99 per cent are all good! ■

GET IN TOUCH

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The company explains complex tax issues in a simple and straightforward manner