



[name and address]

Private and confidential

4 April 2015

Dear [name]

Investments we are making in our service

I am writing to advise you of some changes that will help improve our service. We will be updating our terms of business for some of these. The key changes are:

- Launching our new website
- Cloud accounting special offer
- Growth in the UK and India
- Clearer fees and invoicing
- My appointment to the ICAEW Council.

Our new website

Please see our new website at www.approachableaccountants.co.uk. The "For clients" page includes links designed to help you, including for you to:

- Pay us, or pay your tax online
- Leave us feedback
- Take part in a screen share session with us.

The "free help" page includes new material for clients and others. A new "giving back" page will show how we help others, and you will be able to sign up on the website to receive our blogs to your inbox. Please follow us on Twitter @HelpWithTax for tax and business tips.

Cloud accounting special offer

At last it's exciting to be an accountant! Best of breed cloud accounting software can safely bring revolutionary business benefits. You can even photograph expense receipts straight into your records or raise sales invoices on the go from your smartphone. Getting into 'the cloud' will also help you prepare for the new Digital Tax Accounts announced in the budget.

To help you benefit from this technology, we are launching a special offer for business clients, for a limited period (details enclosed). Please let us know if you would like to move soon and we will be happy to help.

Growth in the UK and India

We hope to welcome a new member of our UK team shortly. We have recently agreed for an Indian firm of Chartered Accountants to help us with administrative and technical support, which should yield client value and help us remain competitive. We chose Vishnu Rajendran (www.vrc.co.in) because of their strong credentials and values and because they are based in Kerala, which has an excellent record on literacy and on educating girls. Extensive due diligence including a personal two-week visit in February has given me a lot of confidence in their team.

All of our clients will continue to work directly with our UK staff, as now. All data will continue to be stored securely on the same servers as now. It will be processed subject to strict contractual controls in line with the Data Protection Act and our professional requirements and guidance.

Clearer fees and invoicing

In the interests of clarity, we aim to agree fees up front where we can. Our new website shows a table of fees for our typical services. Keeping to these relies on us working efficiently with good quality records provided in good time. We will be helping clients onto 'the cloud' to help with this. In the rare instances where records are supplied late or are of poor quality, we will need to make an extra charge.

We will soon be sending invoices separately from our post engagement letter, to make it easier to pay. Please continue to read our letters, which often contains important information.

My appointment to the Council of the Institute of Chartered Accountants of England and Wales

I am delighted to be joining the ICAEW's governing body from June. This role should provide insights to benefit you and the chance for me to support my profession. It's an exciting time to join, as accountants face significant challenges. Naturally, client service will remain my priority.

Giving back to society

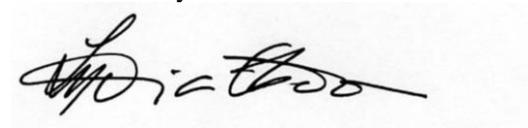
In our commitment to give back to society, we are particularly keen to promote education. We already help many students in the UK, including through the charity Speakers For Schools. We are now sponsoring an Indian girl to continue with sixth form studies and we hope to raise funds to refurbish the science lab at her school, Fort Girls' Mission School in Trivandrum, Kerala.

Summary

I am excited about the opportunities we have to improve our service to you and grateful, as always, for your continued business. Please see our website for more information and please do not hesitate to contact me personally should you have any queries.

Kind regards

Yours sincerely



Lydia Ebdon BSc FCA CTA
Director