

Online50: Brookfield Stud's Unique Financial Solution



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Lin Lawler, Proprietor

Online50 provides Internet access to accounting software for both Accountants and their clients. The level of transparency this provides can create considerable client confidence in their accountants which is certainly the case for Lin Lawler, proprietor of The Brookfield Stud, near Norwich. Importantly, Lin changed accountant specifically because she wanted one who was a partner of Online50.

The Brookfield Stud is the result of Lin Lawler's vision. What began as "an expensive hobby" ten years ago has become an all consuming reality with a remarkable reputation for breeding fine horses. Recently, a descendent of one of Lin's original stallions won the prestigious Hollywood Park Derby, in Los Angeles.

The level of dedication required for this venture

leaves Lin with little time to deal with bookkeeping. Over a number of years, she employed a string of accountants and bookkeepers, none of whom proved satisfactory. The stud's accounts deteriorated. It reached the stage where Lin found herself owing £3,000 to the Inland Revenue. Her confidence in the accountancy profession was shattered!

When all seemed lost, Lin found Online50. Lin says, "The idea of being able to access my accounts at any time and from anywhere and know exactly where I stand financially and know that the figures are accurate was like manna from heaven."

Lin's existing accountants were asked if they would "go online". They declined because they were opposed to the idea of their client having the level of access to

her accounts that the Online50 service affords. As Lin says, "Online 50 has the added bonus of making accountants accountable."

Lin insisted that Online50 refer her to one of their accountant partners. Online50 referred her to Stuart Swindell, MD of the Unique Financial Solutions Group.

Stuart's main philosophy is to simplify accounting for his clients, to ensure transparency and understanding. This approach has been enhanced by his association with Online50. Stuart says, "The ability to offer our clients Sage 50 online has improved communication between us and our clients and enabled us to provide financial outsourcing services more efficiently and increased client retention"

After one meeting at the stud, Stuart took control of Lin's financial affairs. Her accounts were brought up to date and all anomalies sorted out. Throughout, Lin could see what was happening, simply by logging onto the Online50 service and into her secure account. Apart from certain unusual period-end invoices which Lin has to key in herself, Unique handles everything for her business.

As Lin says, "Over a very short time my confidence in

accountancy has been restored. Thanks to Online50 and Unique, I am starting to let go of the reins of my accounts. I now have a truly professional accountant and the means to see and understand everything. I know exactly where I am and where I am going"

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**Stuart Swindell, MD
Unique Financial Solutions Group**