



CASE STUDY:

QuickBooks ProAdvisor

How QuickBooks' ProAdvisor
programme powered
revenue growth



 INTUIT
quickbooks

ProAdvisor



The benefits we get back from QuickBooks and being a certified ProAdvisor far outweigh anything from any other software provider that we deal with.



Lima Accountancy, founded in 2011 in Leeds, began as a small bookkeeping operation and has since evolved into a full-service accounting practice. The family-run firm offers payroll, VAT, corporate tax, and QuickBooks training, serving a diverse client base across multiple sectors and sizes.

With 878 clients, Lima Accountancy's ethos is to ensure every client feels valued and supported. Michael Adams, the firm's owner, explains: "We always try to be down to earth. It's about making sure they come away knowing what's expected or with the answers they need."

The firm uses QuickBooks to alleviate administrative burdens for its clients, introducing new systems at no additional cost to improve efficiency. "We use QuickBooks to help clients reduce their administrative burdens. It's about making their lives easier and is part of our service."

Challenges

Having relied on word of mouth to get businesses, Michael was interested in ramping up his ProAdvisor directory profile. "I'd been so reliant on word of mouth, but it wasn't enough. We needed to find a way to stand out and bring in a steady stream of clients, especially during tough times. I decided to focus on building up our ProAdvisor directory profile, get reviews, and start exploring new ways to bring in leads."

Solution

After connecting with his QuickBooks account manager, Carl, he decided to optimise his Find-a-ProAdvisor directory profile. With personalised client reviews and an authentic profile, Lima Accountancy enhanced its visibility and attracted a steady stream of leads.

"My account manager, Carl, came to visit us, and that's when we ramped up getting as many clients as possible onto QuickBooks. Tapping into the directory has spurred our growth. All the changes in our business are largely due to our efforts on the ProAdvisor platform, which has significantly contributed to our business growth.

Key benefits

1. Enhanced visibility with the ProAdvisor Directory

With the support of his account manager, Michael created a tailored strategy to maximise the benefits of the Find-a-ProAdvisor directory. He reached out to long-term clients with personalised emails, requesting reviews that reflected their genuine experiences with Lima Accountancy.



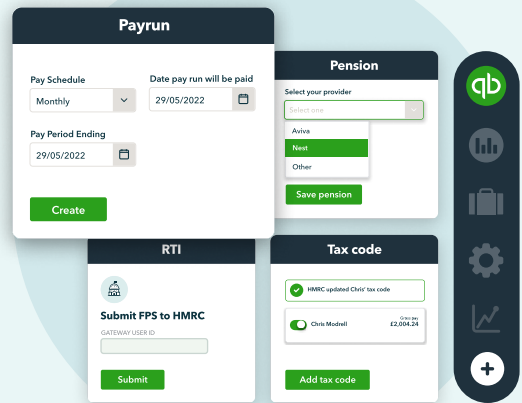
As a first step, I asked long-term clients that I had a strong relationship with if they would like to give us a review. It can be nerve wracking but we managed to get about 40 reviews in two to three weeks by simply asking clients to provide a review.

2. Business growth and revenue impact

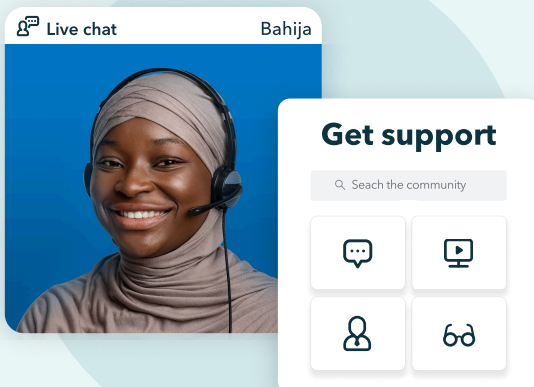
The increased visibility brought in three to five new leads weekly, resulting in a 25% rise in turnover in one year. The growth enabled Michael to hire an additional staff member, allowing him to focus on business development.



I'd probably say turnover-wise has probably increased about 25%, hence why we've had to take another member of staff on



"Almost all work we've taken on is ongoing, not just one-offs. For example, a client who started with a tax return now wants us to handle their bookkeeping permanently after over a year of growth. The mix of clients has been diverse, from sole traders needing self-assessments to full-service clients requiring bookkeeping, payroll, VAT, and year-end accounts," he added.



3. Real people, real support

Michael highlighted the exceptional customer service QuickBooks offers: "The support from QuickBooks is fantastic. If there is an issue, in less than three or four minutes, I'm speaking to a real person who can actually help."

Looking to the future

Fuelled by ProAdvisor's success, Lima Accountancy is focusing on expansion.



We're looking at growing. We've taken on a new member of staff this year, and the dream is to move into a bit of a larger premises within 18 months to two years. The next stage would potentially be acquiring other small practices.

With QuickBooks as a trusted partner, Michael's vision for Lima Accountancy's growth feels achievable: "Being a QuickBooks ProAdvisor can only enhance your practice."



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