

Accounting Excellence Awards

Individual Excellence Award Accountancy Firm of the Year

OVERVIEW

Awarded to the firm that demonstrates how the firm has added significant value to its clients and across all service areas. The winning firm will show how the services it has provided have been fundamental in enabling their clients to achieve their specific business goals, increase revenues and to exceed and surpass customer expectations.

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ELIGIBILITY

This award is open to all accounting firms offering accountancy services to its clients during the previous 12 months within the region.

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QUALITATIVE CRITERIA

- Highlight how the firm represents the profession and exemplifies professionalism.
- Highlight your innovation and use of emerging marketing tools and channels.
- Outline the tactics used to grow your firm, win new business, gain market share, overcome competition and support your staff to offer the best service possible over ..

METRICS

Metrics Criteria	Current Year	Previous Year
<ul style="list-style-type: none">• Total revenue of the firm• Number of clients managed by firm over the last 12 months• Percentage of recurring income (if applicable)• Number of new clients		

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JUDGING CRITERIA

The awards in this section will be judged against four key criteria

- **Strategic Planning:** Provide evidence of a clear strategic plan.
- **Profitability and Growth:** Evidence and demonstration of growth and profitability.
- **Professionalism:** Demonstrate professional conduct, integrity and performance.
- **People and Community:** Evidence of the value and investment of people and the way in which staff members are motivated by this.

The judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- **Organisation background:** Please provide a brief description of the Practice, including when it was established, services provided, number of employees and an indication of turnover since inception.
- **Business growth:** Please outline significant and specific activities that have..

