

Why choose Princecroft Willis?

We have built a dedicated team of experts who are committed to providing our clients with innovative and effective advice and solutions. In short, we believe that **Great Minds Think Differently.**

So how are we different?

Size We are the largest independent firm of chartered accountants and business advisers in Dorset and west Hampshire. Our size means that we are able to provide a fully comprehensive service to our clients.

Independence Our business is owned by the partners who all actively participate in the provision of advice and services. We therefore control our own destiny and do not have to report to outside investors or worry about shareholder value. We are partner-led – each client is looked after by a lead partner who ensures that the services we provide are both focused and relevant and delivered in a coordinated way. Our partners are here for the long-term and therefore develop long-standing relationships with our clients.

In-House Specialists Our size means that in addition to providing the usual compliance services, we have dedicated specialists in our team who cover such areas as:

- Corporate finance
- IT services
- Estate planning
- Corporate tax planning
- Employee Solutions
- VAT planning

Our outsourcing company, PW Business Solutions Limited, provides VAT, Payroll and Bookkeeping Services.

Detailed Sector Knowledge Each of our lead partners focuses on different industry sectors so that advice is given against a background of thorough knowledge and understanding of the environment in which our clients operate and the current issues they are facing. For example, we have partners who focus on:

- Marine
- Hospitality
- Solicitors
- Property Construction
- Motor dealers
- Credit Unions
- Housing Associations
- Engineers
- Estate agents
- Charities
- Media

HCWA Our membership of this worldwide association of leading independent accountancy practices enables us to provide advice on international business and taxation matters.



INVESTOR IN PEOPLE





About Princecroft Willis

Princecroft Willis is the largest firm of independent chartered accountants and business advisers in Dorset and West Hampshire. We pride ourselves on providing a partner-led service which targets the needs of the client and ensures that our advice and support is both focused and co-ordinated.

In addition to providing traditional audit, accountancy and tax compliance services, we have a comprehensive range of in-house specialists including advisers in Corporate Finance, IT, Estate Planning and VAT. Furthermore, payroll, bookkeeping and management accounting services are available from our outsourcing company, PW Business Solutions Limited.

Our size and independence enable us to keep overhead costs to a minimum, which means that our fees are competitive even when compared with smaller practices. We are also a genuine alternative to the large national and international firms because of the range of services we provide.



Princecroft Willis is a member of HCWA, an association of independent firms of accountants throughout the UK. The association prides itself on the quality and integrity of its member firms. HCWA members share best practice that is encompassed in the nationally communicated procedures which serve to protect members and their clients.

HCWA is a business affiliate member of Horwath International, one of the world's leading global professional services organisations. Horwath International is represented in nearly 400 cities in over 80 countries.

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