



Case Study

Company
Penney's Accountancy Ltd

Website
www.penneysaccountancy.co.uk

Partner status
Xero Gold Champion



The support you get from VFD is awesome, you don't get this with anyone else. Never, from any other company have I had this level of support

About Penney's Accountancy

Everything at Penney's is very much relationship based when it comes to clients, whereas many other firms tend to touch base only once or twice a year. Penney's are in contact monthly if not more to be the...

"go to point of reference, for all things business related"

The Challenge

Having tried to use all the 'other' Reporting and Forecasting Apps, in Sue's words, 'she was in tears', it was just so complicated, and you didn't have any support, there was no interaction, it was awful to the point we just gave up, and you didn't just have one software, you had to have three, four or more software subscriptions and the team could not cope with it so we ended up doing nothing...

"VFD is just so easy, plus the training and support is just amazing. With the others you just give up, but with VFD I know we can do it because they really care."



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The Solution

“With VFD is just there, no complicated software to learn, its there at your fingertips when you want it, and the training and ongoing support’s amazing”.

These were the words from Sue just part way through the VFD Mastery programme, having already decided to join the VFD Way Mastermind group to benefit from ongoing training, mentoring and support to fully implement the systems and processes needed to deliver a full outsource finance for service, from part-time FD, to bookkeeping and compliance.

The Results

While her staff are, Sue is not a qualified accountant, but using VFD she is confident she can provide the part-time FD support her clients need to understand finance, and to help them put in place robust systems and processes to improve results, increase profit and help clients exit successfully.

Reason for choosing VFD Pro

“I first discovered VFD at Digital Accountancy when Graeme Tennick, of Tennick Accountants and Steve Darnell presented, it was great, for the first time I really understood what I needed to implement Financial Advisory to guide and help clients be more successful”

Sue Penney | Managing Director, Penney’s Accountancy Ltd

Support your decision making with VFD Pro:

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VFD Pro are passionate about helping firms be successful so they can help as many business owners as possible to survive, thrive, grow and above all, exit successfully.

As you work to implement your Financial Advisory services we are with you every step of the way.

Whatever you need we are there for you with unparalleled training, ongoing support and online self-help resources.