

# Goringe & Co – Accountants with the Personal Touch

Reading-based Goringe & Co. provides a range of business and accounting services for companies and sole traders in West Berkshire and the surrounding area.

**W**hat makes the firm different is their personal approach and commitment to helping start-ups and growing businesses.

Start-up businesses or established businesses looking to grow: these are the typical clients of Goringe & Co. Focusing almost entirely on small local businesses, the firm offers a highly professional, cost-effective, reliable service providing assistance with accounting, bookkeeping, tax advice and business planning.

The firm was set up earlier this year by Nicola Goringe. With her background in senior financial management in industry (and a wide range of experience dealing with businesses from start-up to multinational), Nicola offers a level of financial business experience, few general accountancy practices can match. But what prompted her to set up her practice was the desire to work with a small but varied number of small business clients – and to offer them something different.

As Nicola explains: "Whereas most accountancy firms charge by the hour, we offer our clients a fixed fee so they always know exactly what they'll be paying for accounting each year. We also tailor our services into a package that suits the client best, depending on how much help they need from us. This approach also means clients feel comfortable picking up the phone to ask for advice – without worrying about receiving an invoice afterwards."

Indeed Nicola encourages close interaction with each client – a personal touch which certainly makes the right impression. For example, after speaking to several other accountants, one recent client chose Nicola specifically because of her ability to clearly communicate in layman's terms without resorting to jargon and technical terms.

Goringe & Co. can help with everything from basic book-keeping through to business planning and financial modeling – an area in which Nicola's experience and expertise are often sought out by other professional firms.

Nicola offers a detailed free initial consultation.  
For more information about Goringe & Co., visit:  
<http://www.goringeandco.co.uk/>

[www.businessinberkshire.co.uk/businessreading](http://www.businessinberkshire.co.uk/businessreading)

