

MONEY MATTERS

by Shane Storey



BACK AT WORK BLUES

Many of you may only now be getting back into work and a normal routine after the Christmas break. Hopefully you managed to really get away from work, not just physically but also mentally.

Business can still be quiet at this time of the year so this is the time to look at all aspects of your business to ensure that during the year ahead you only have to focus on your trade and not spend time on other areas.

“ This planning stage could be the difference between an average year and a great year. ”

Here are some things we would recommend you do:

- Start collating your paperwork for your tax returns for the current financial year, as most businesses have a 31 March balance date.
 - If you don't have an accountant then your tax return needs to be completed by July, of the same year, before IRD penalties are incurred.
 - If you have an accountant, you have until 31 March of the following year to complete tax returns.
 - Getting all paperwork ready now and doing it while your year is still fresh means it will take less time than by putting it off and then trying to rush to get it all together.

“ Prepare a plan for the year of what you want to achieve. ”

- Most accountants should have comprehensive, easy to follow checklists that will help you get all your paperwork together – contact us if you require one.
- Put together a 12-month planner.
 - Schedule in all the important due dates e.g. IRD payments, wages payments, ACC payments and monthly invoice payments.
- Work back from the deadlines and schedule time for actions in your calendar.
- Schedule six-month performance discussions with all your sub contractors or all businesses to review progress for the year. Make sure you are working with the best suppliers/contractors as their performance reflects on you.
- Start planning how you will get new customers and grow your market.
 - You need to stand out and be visible.
 - Be smart about how you can market to get new customers – marketing does not have to be expensive if you make well-informed choices.
 - Consider where you will be most visible to potential clients, for example local newspaper or letter box drops.
 - Business cards – reprint if you are running low. Give some to your current clients and ask them to pass on the cards to family and friends who may be in need of a builder.

“ Be smart about how you can market to get new customers. ”

- Prepare a plan for the year of what you want to achieve.
 - Write down your goals.
 - Look at cash-flow requirements – an accountant can help with this.
 - What will be required to achieve your goals?
 - Do you require extra staff, or administration assistance so you can focus on the job at hand?
 - Is there anything foreseeable that will affect your business which you can plan around – for example, interest rates increases or decreases which may affect your cash flow?

Putting dedicated time aside for planning and administration will lead to less frustration later on as well as more time to focus on what you are good at.



GOT A MONEY QUESTION?

Email it to: tradeleader@carters.co.nz

Storey & Associates is a leading edge, proactive accounting practice that specialises in all aspects of small business accounting and development. We strive to meet the ever changing business needs of our clients, in a rapid changing environment, through personalised business solutions.

Contact us on (06) 355 4647 for a FREE one-hour no obligation consultation.