



# A Market Survey from Visma Spcs

Relevant for anyone working  
in the accounting  
Industry.

Sound insight and advice that  
should be heeded.

Are your customers interested in economics?  
We asked 237 small business owners about their  
cooperation with their accountant.

A brief summary of the results:

- 7 of 10 entrepreneurs want more personal contact.
- 8 of 10 want to talk more about the present and future.
- They want frequent updates.

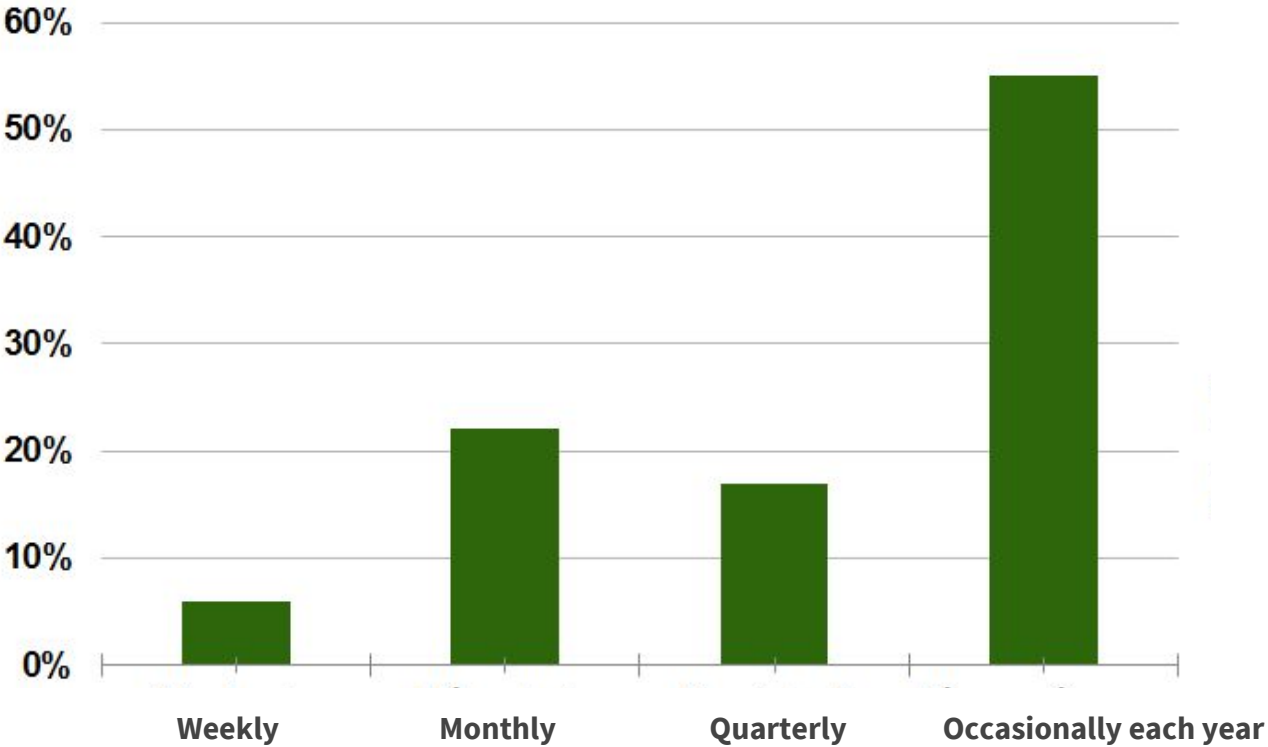
Some facts about the survey:

- The survey was answered by 358 entrepreneurs.
- 237 of them hired an accounting firm.
- The majority of respondents were older than 45 years of age.
- Half had employees, half were self-employed.
- For 56 percent, their company was their only source of income.

10 questions and answers:

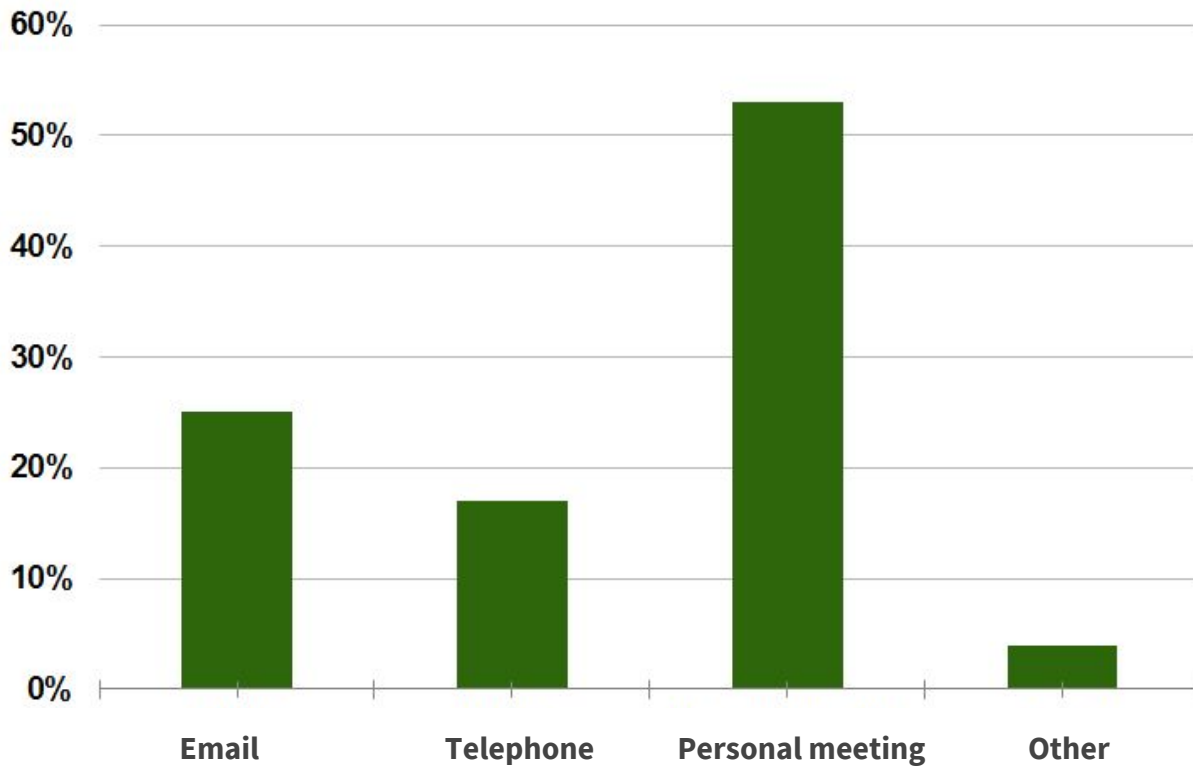
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# How often do you and your accounting firm have, or plan to have, contact?

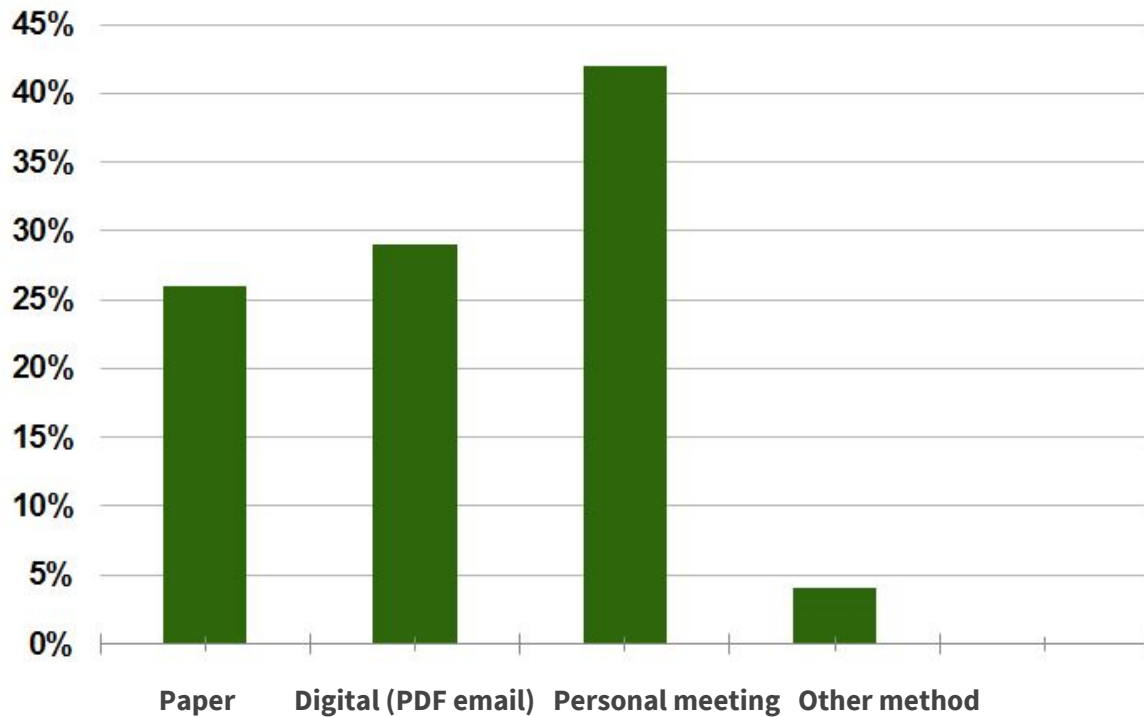


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## How do you keep in touch?

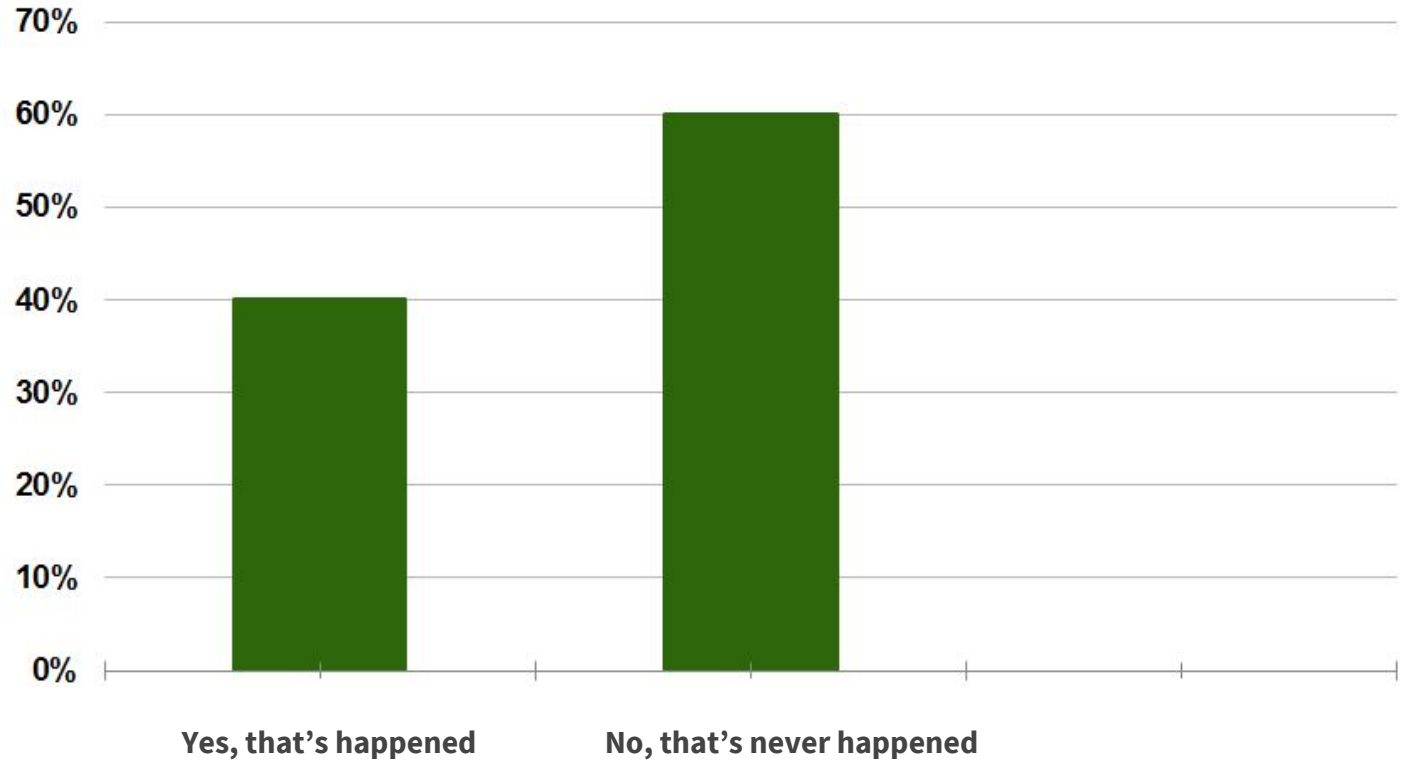


## How are the annual accounts, financial statements and taxes presented?



# 4

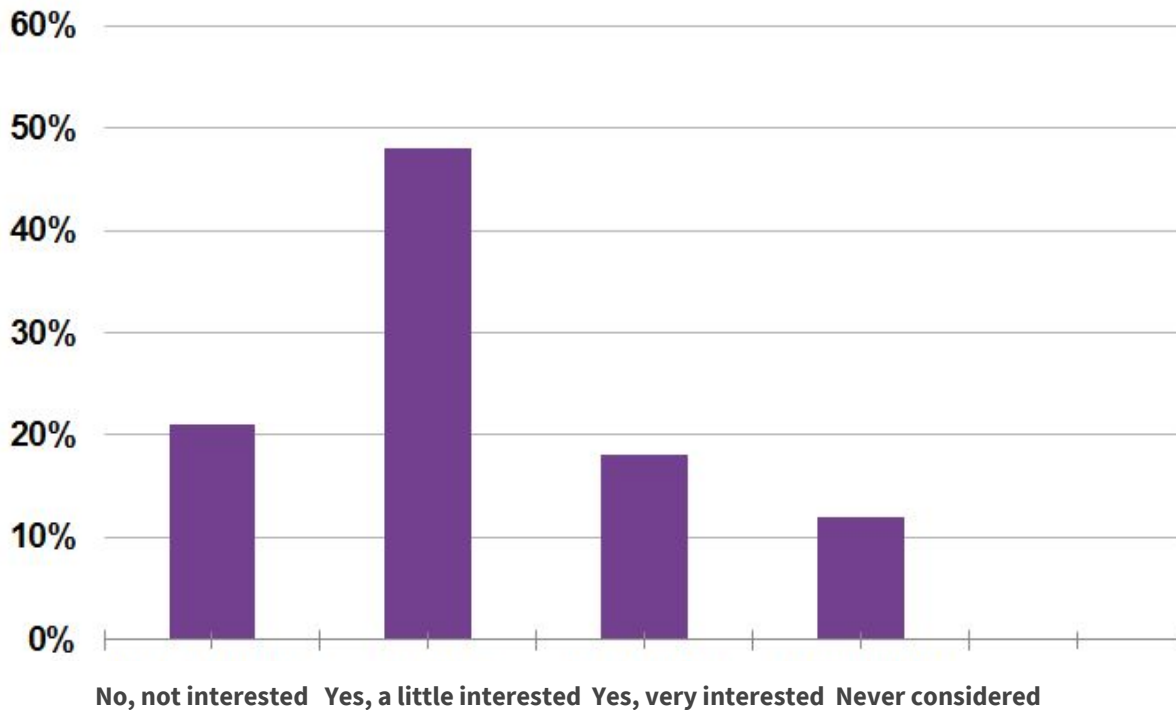
## Does your accounting firm spontaneously ask how things are going?



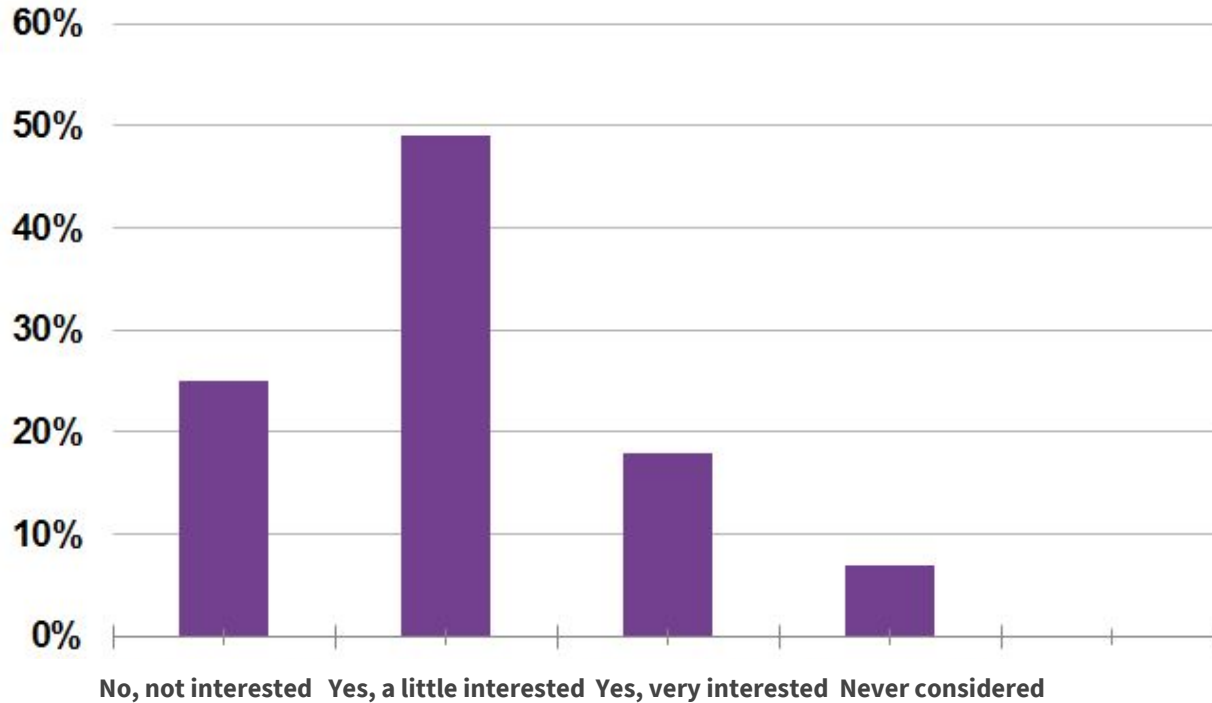


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## Would you like closer and more frequent contact with your accountant?



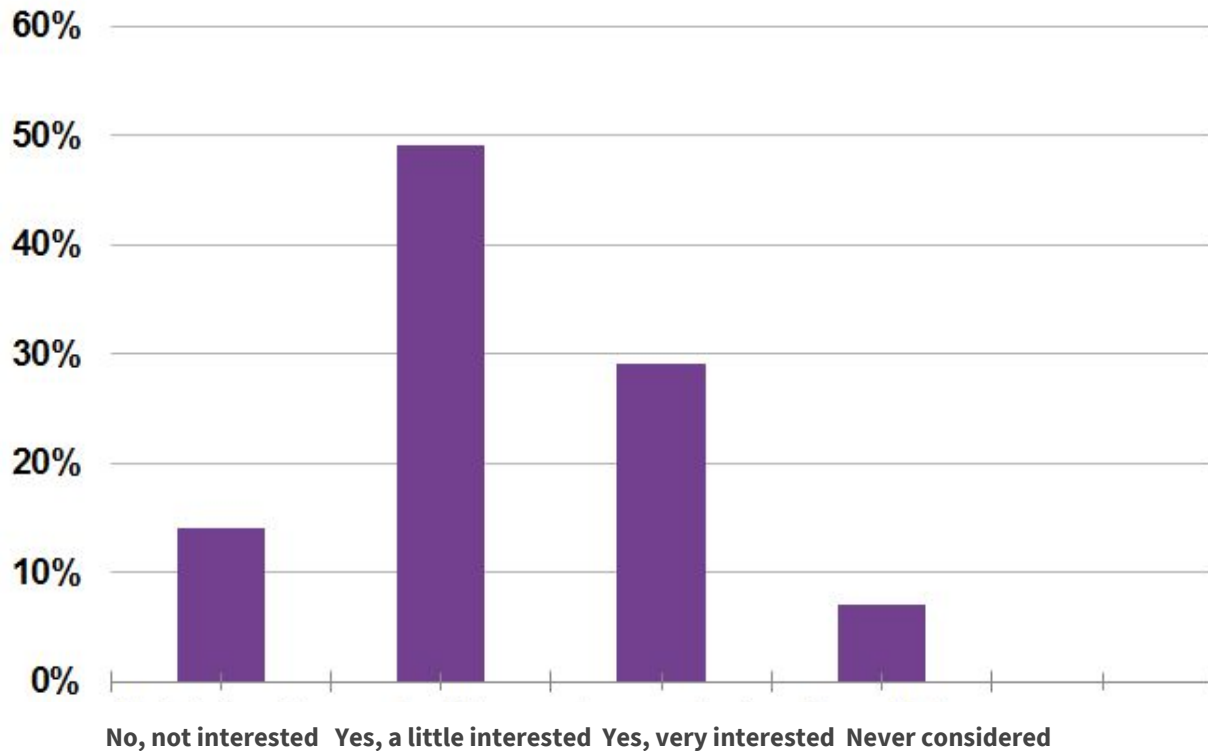
## Would you like more frequent updates about how your business is doing?



\*For example, cash flow, liquidity, loans, budget, key ratios, forecasts and deviations were given.

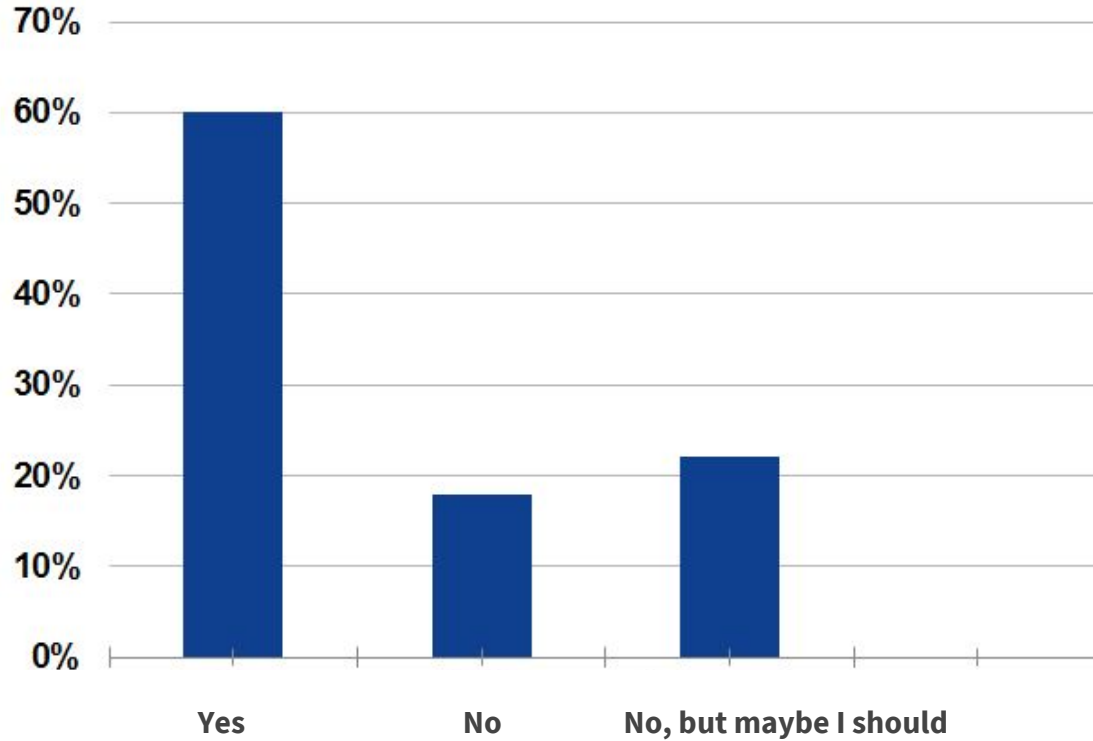
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## Would you like to talk more about the present and future than the past?

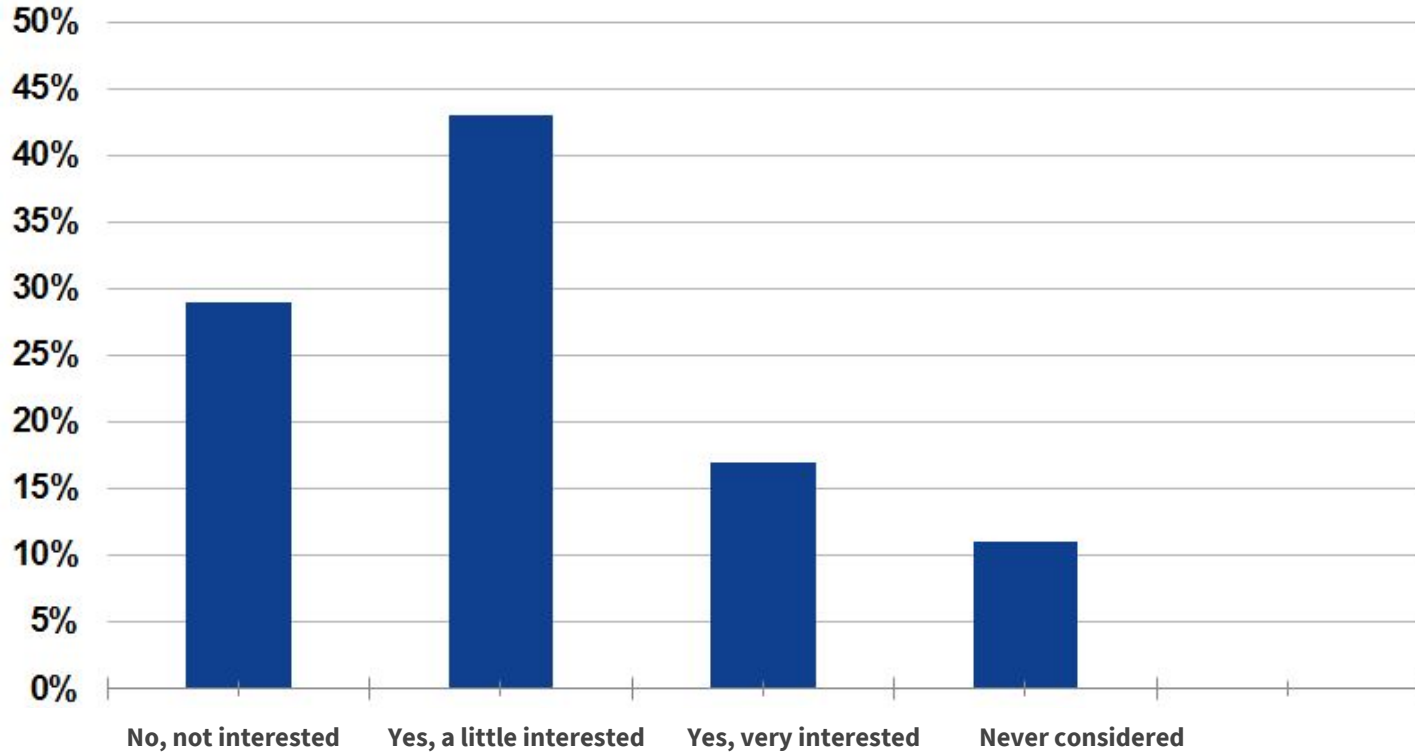


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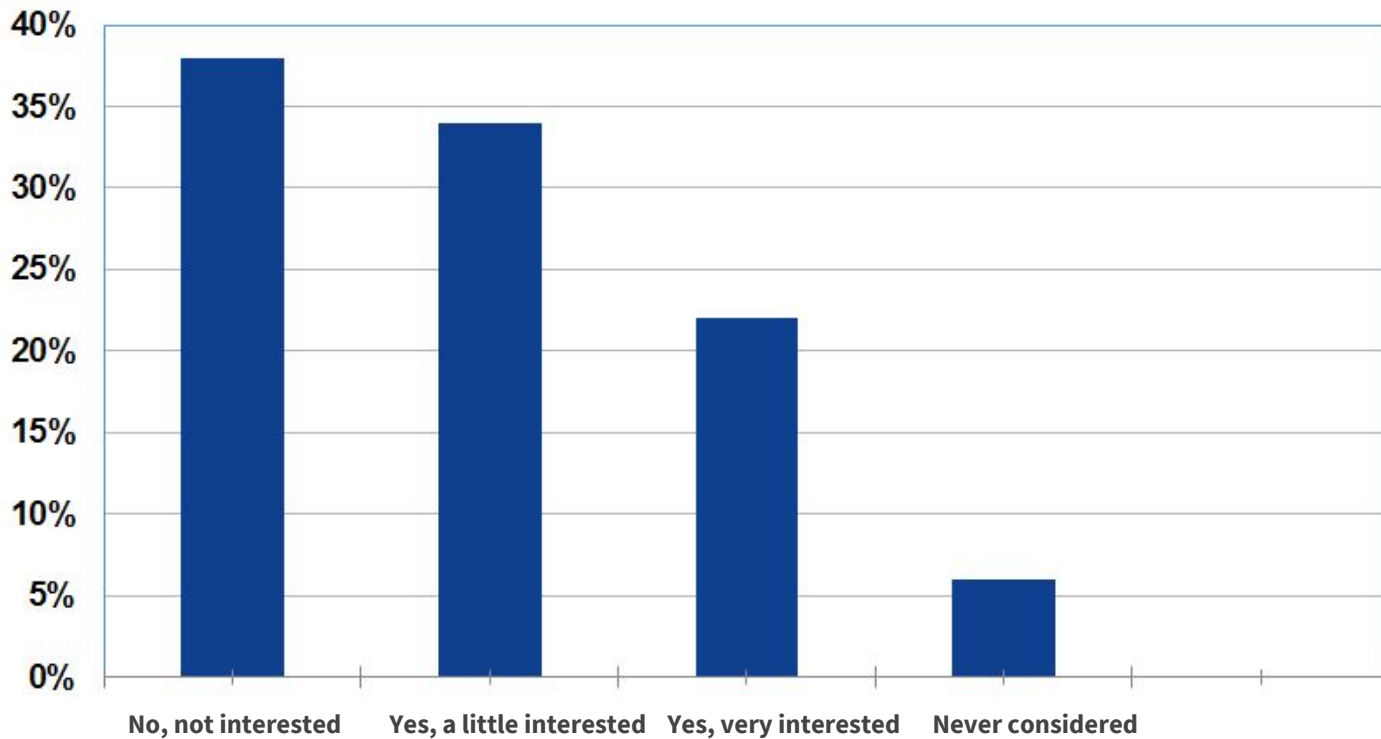
## Have you set a goal for your business?



## Would you like to have help from your firm to achieve your goal?



## Would you like further education in business economics?



“ “ I would like more feedback, tips and advice. I like our accounting agency but they always have so much to do. I often feel I am bothering them when I have questions.

“

I wish there was a lot more coaching, counseling and follow-up. All my business friends are looking for this, but many consultants are working the easy, old fashioned way.





“ “ It's not because it's fun with numbers. It has to give one driving force, that means that we entrepreneurs generate more money.

“ I would like to dare to do more myself and have someone who informs me which mistake I have made. Someone pushing me on and helping me where needed.

Even though customers may not say it, they would appreciate getting more help. We know you're in a tough situation and struggling to manage your time.

But where there's a will, there's a way!





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practice

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