

STERLING FD SERVICES

Introducing our new range
of Financial Director and Management Services



STERLING PARTNERS
CHARTERED ACCOUNTANTS | CHARTERED TAX ADVISERS

STERLING FD SERVICES

When we can help

- An experienced FD would really help, but you don't need one full time
- You are an entrepreneur who concentrates on your product or business growth, so need expert resources to oversee the management of the company
- You are looking for funding or planning for sale or acquisitions and you need corporate finance advice
- You need strategic planning for business growth, diversification or succession
- You need support to bring about operational improvements or deal with specific challenges
- You need a sounding board when making critical decisions
- You need a non-executive director who can provide board level advice and improve the governance of your company

Who we can help

We are experienced in supporting businesses in various stages and within a range of sectors:

- High growth SMEs
- Tech start-ups
- Owner managed businesses
- Distressed situations
- Newly acquired businesses
- Mature businesses requiring succession or exit planning



SERVICES TAILORED TO YOUR NEEDS

Our services are flexible with a choice of remote or on site to suit you

Finance Services

- Financial controls for improving cash flow and profits
- Budgeting and performance review
- Improvements to operational efficiency, systems and processes
- Strategic funding / M&A
- Financial modelling and valuation
- Monthly management accounts

Supported by core accounting services offered by Sterling Partners

- Payroll
- Corporation tax and VAT compliance
- Statutory accounts and bookkeeping

Management Services

- Operations efficiency review
- Business planning
- Growth advisory
- Strategic reviews
- Non-executive directorship



TAKE CONTROL WITH STERLING FD

Problem

As an entrepreneur or business owner, there are so many things that you need to be aware of on a daily basis; it can be difficult to find the balance between what you need to do to keep everything running smoothly, and what you want to do in order to keep building your business and bringing in new customers and ideas.

You know the finances are important, but there is so much detail and so little time.

Solution

This is where Sterling's experienced team can help. We can tailor reporting to your exact requirements, so that you get the information you most need, when you need it.

This can include a bespoke dashboard, giving you the highlights; we can devise early warning systems so that you know where to concentrate your time and effort to the best effect. Best of all, we can base this on your existing accounting system and specific requirements of your business.

Ask us how Sterling can help you to save time and stay in control.



ADD VALUE WITH STERLING FD

Problem

Sometimes, when you're looking after your own business, it can be difficult to see the best way forward; or you know where you want to get to but are not sure how to get there.

You may need expert resources to bring about operational improvements or deliver new strategies for the business.

Solution

This is where our management services can help by bringing about changes to the direction of the business and eliminating obstacles to growth.

In one notable case, we were able to suggest restructuring of our client's team to improve collaboration between their managers and ensure that the team was united in focussing on the success of the business. This company was turned back from the brink of liquidation to become a thriving and very profitable business with a turnover of about £50 million. They appreciate that Sterling was able to change their fortunes by suggesting and helping to implement the changes needed.

Sterling can give you straightforward, unbiased advice which can really add value to your business.



ABOUT STERLING PARTNERS

Sterling Partners is a progressive firm of Chartered Accountants and Chartered Tax Advisers that provide a wide range of accounting, audit, taxation and associated financial services to clients across the globe.

We are a well-established firm with offices in London and Manchester.

We pride ourselves on our talented, diverse team of 50+ employees. Each individual has a different spectrum of skills and knowledge, highly valued by our clients.

We have supported our clients building strong, professional relationships, empowering them to go from strength to strength, turning small family run businesses into larger companies with sustainable growth.



“ Sterling Partners have given our business **full support** in all our statutory reporting requirements, tailored tax advice and further assistance with our **long term strategic plan**. Their ability to understand our company and its needs has proved to be very beneficial during these key stages of our growth.”

“Four years ago we were introduced to Sterling Partners who have been able to **provide a complete and very personal service which meets every aspect of the accountancy demands of our growing business.**”

“We have used Sterling Partners as our professional advisors for many years as we value highly the quality of their advice and support. **Their team are expert, knowledgeable, helpful and supportive.** Additionally the service that we receive is quick and efficient. **More than that they have built a relationship with us and really have got to know us and our business in the time that we have been a client of theirs. We feel valued by them.**”



SENIOR PROFESSIONALS



Saeid Mokhtassi

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Saeid graduated from The University of Manchester with an honours degree in Computer Science and Accounting. He qualified as a Chartered Accountant with international accountancy firm, Ernst & Young where he gained experience in auditing major corporate organisations.

Saeid qualified as a Chartered Tax Adviser in 2004. He specialises in strategic tax planning for SMEs and family companies.

As the CEO of Sterling Partners for over 30 years, Saeid has gained experience as a commercial mediator and has arbitration expertise which extends to international trade disputes. He has enabled Sterling to go from strength to strength, expanding in the North and South of England. Saeid completed the Goldman Sachs 10,000 Small Business North West Programme.



Saeed Soheily

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Saeed is an experienced corporate finance and business advisor who works with founders and management teams to support them with their growth strategy, business planning and fundraising. He has recently worked in the capacity of Head of Finance or Advisor to a number of entrepreneurial businesses and tech start-ups to help them deliver strategic plans and obtain funding for further growth.

Saeed has a background in corporate finance advisory where he has supported many mid-market businesses through M&A and investment processes. He has previously worked with BDO and Duff & Phelps in London where he has advised clients in Tech, Healthcare, Financial Services and Energy sectors.

Saeed is a Chartered Financial Analyst (CFA) and has an MSc in Investments from University of Birmingham.



SENIOR PROFESSIONALS



Farinaz Brierley

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Farinaz is a Chartered Accountant and is a member of the ICAEW and AAT. She is a key member of Sterling Partners since 2019 when she joined the company with over 5 years of experience working in an accountancy practice.

Farinaz is qualified in preparing financial statements, corporation tax returns and self-assessment tax returns. She is also responsible for preparing monthly management accounts for clients, tailoring them to fit each clients specific requirements. Farinaz has experience in preparing budgets and forecasts for clients in a variety of sectors as well as preparing business plans for clients assisting them to receive grant funding from local councils. She is also adept in preparing reports for clients on taxation, enabling them to be more informed when making business decisions.



Andrew Chan

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Andrew graduated from university with an honours degree in Accounting & Finance and qualified as a Chartered Accountant with Sterling Partners.

He is experienced in facilitating progressive organisational changes and development within a growing organisation by finding opportunities to improve processes and procedures and highlighting areas for cost savings.

Works in all areas of tax, audit and financial planning & advisory services, he has gained experience in analysing and interpreting financial statements and working closely with clients forming lasting relationships.



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