



**JOHN P. GREELY**

## **BACKGROUND OF FIRM**

- ◆ SET UP 1975
- ◆ THREE PARTNERS
- ◆ TWENTY STAFF INCLUDING 8  
CHARTERED ACCOUNTANTS AND  
TRAINEES

## SERVICES PROVIDED

- ◆ AUDIT
- ◆ ACCOUNTS PREPARATION
- ◆ TAXATION
- ◆ MONTHLY MANAGEMENT ACCOUNTS
- ◆ COMPUTER CONSULTANCY

- ◆ CORPORATE FINANCE I. E.  
FUNDRAISING FOR SMALL  
BUSINESSES
- ◆ PREPARATION OF BUSINESS PLANS  
& PROJECTIONS
- ◆ PERSONAL FINANCIAL PLANNING &  
WEALTH MANAGEMENT

## TYPES OF CLIENTS

- ◆ BUTCHER, BAKER, CANDLESTICK MAKER, PROFESSIONALS (DOCTORS, DENTISTS) ETC.
- ◆ SMALL MANUFACTURERS
- ◆ FARMERS

## PARTNERS

- ◆ INVOLVEMENT IN INSTITUTE OF CHARTERED ACCOUNTANTS IN IRELAND
- ◆ COMPANY DIRECTORSHIPS
- ◆ CHAIRMANSHIP OF AUDIT COMMITTEE

- ◆ NETWORK GROUP (SEE MAP)
- ◆ TEN PRACTICES IN IRELAND
- ◆ INTERNATIONAL ASSOCIATION ABANDONED

## MAP OF IRELAND



## PROFESSION OR BUSINESS?

- ◆ OBJECTIVE PROFIT
- ◆ NET PROFIT TO FEES OBJECTIVE 45%
- ◆ CASH IS KING
- ◆ FEE FINANCING

SUBJECT FOR DISCUSSION  
THE PROFESSION / BUSINESS IN 2020

## THE VISION

- ◆ AUDIT – THRESHOLD WILL CONTINUE TO INCREASE
- ◆ ADDED VALUE SERVICES
- ◆ BOOKKEEPING / RECORD KEEPING & PAYROLL SERVICES
- ◆ PREPARATION OF ANNUAL ACCOUNTS

## HOW TO ACHIEVE YOUR GOALS

- ◆ STAFF TRAINING
- ◆ FOR EVERY EURO INVESTED RETURN IS 10 EURO
- ◆ MARKETING
- ◆ TECHNOLOGY

## THE PROFESSION IN 2020

OPPORTUNITIES