

# ...clear thinking

## *TaxSure: essential fee protection and an invaluable telephone advice line*



CLIENT COMPANY: **Goodman Jones**

INTERVIEW WITH: **David Moore, tax services director**

When Goodman Jones signed up for TaxSure, they understood the benefits of good fee protection insurance, but they hadn't realised just how valuable they would find the telephone helpline service that comes with it.

"I'm sure they've saved hours of my time – and enabled me to provide a far more efficient service to my clients," says David Moore, the firm's tax services director.

With 14 partners, each with their own areas of expertise, the practice had always felt that most queries could be handled without outside help. Yet now, David says, he finds he is calling the CCH helplines regularly.

"Nine times out of ten when I phone CCH I'm pretty sure I know the answer, but it's reassuring to have it confirmed," he says.

"They're also very helpful if I'm dealing with an area I'm not well versed in and need some pointers on where to start my research.

Goodman Jones occupies an imposing 18th century building overlooking London's Fitzroy Square. At various times the property has been home to Virginia Woolf and George Bernard Shaw.

Established for 70 years, the practice has a core clientele of owner-managed business of all sizes. It runs a payroll bureau and has a strong IT company, supplying finance and business management systems and consultancy.

David came into the practice as a firm believer in professional fee insurance and was instrumental in choosing and setting up the TaxSure system.

"Having done a lot of investigation work, I know that one of the biggest stresses for a client is the question of fees," says David. "Going into an Enquiry, they're worried about what the Revenue is going to do, and they're also worried about how much it's going to cost them in fees."

He persuaded the other partners that offering a fee protection insurance scheme to their clients would be worthwhile.

"It has been much more successful than people here expected," says David. "We offer the scheme to all our clients and take up has been very good.

"The real benefits come when a client is subjected to an Enquiry – knowing the cost is covered is a great comfort to them.

"The scheme also makes us take a more disciplined approach to budgeting for Enquiry work, which I think is a good thing. When you're trying to do the best for your client, it's all too easy to get carried away and let the costs get out of control.

"Provided that we put in a sensible budget, we find that CCH Fee Protection are always very reasonable and happy to talk things over with us if we do have a problem.

"The quality of the assistance we get from them is really first class. They help us to give our clients a better service and that's worth an awful lot to us."



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