

# CASE STUDY

## BLACKBROOK — INTERIORS —



### SWITCHING FROM A LARGE ACCOUNTING CORPORATION TO DNA PUT AN END TO DONNA'S SLEEPLESS NIGHTS.

*"It was the best decision we've made in a long time for the business's sake" - Donna Daly*

Donna Daly is the director and founder of Blackbrook Interiors, designing bespoke, fabulous kitchens.

When she set up her business, she started working with a small accounting firm she'd heard about via a recommendation. Things were going great, until 18 months later when the firm became part of a much larger accounting organisation.

Her small business got swallowed up in the sheer size of the corporation, leaving Donna feeling neglected.

## THE STRESS WAS TAKING A HUGE TOLL.

Donna was paying hefty accounting fees and no longer getting the 1-to-1 attention she was used to. She just wanted to understand her finances, but struggled to get clear answers and received extra bills whenever she asked questions.

As her business grew, Donna found she was devoting more and more time to doing the accounting herself. Like most small business owners, she didn't have an accounting background and didn't feel comfortable navigating that side of things.

It meant she'd wake up in the middle of the night worrying she hadn't done her CIS submissions and always had an anxious feeling she'd missed something from HMRC that could incur a penalty.

Donna felt swamped, losing her Saturdays to VAT returns. She often spent hours on Google looking up accounting jargon she didn't understand. It was taking time away from focusing on what she did best: growing her business.



## DONNA KNEW THINGS HAD TO CHANGE.

Although she'd considered switching accounting firms for a while, she had worried there would be a lot of work involved in the transition process.

But now she knew it was time to bite the bullet.

Donna had heard of DNA after doing some kitchen design work for Gillian and Ian in the past. She picked up the phone to us and asked if she could pop in for a chat about her current situation and see if it was possible to switch.

## GILLIAN REASSURED HER SHE DIDN'T HAVE TO DO IT ALONE.

When Donna sat down with Gillian in the DNA office, she immediately felt a sense of warmth and validation.

*"As soon as we went in to see Gillian, she greeted us with the biggest hug."*

Gillian was mortified at how much Donna was paying for what she was receiving. She walked her through our pricing structure, explaining how we could take care of her VAT, PAYE and CIS reporting.

She told Donna she no longer had to shoulder the burden by herself. She'd be able to get her Saturdays back and wouldn't have to feel bogged down in financial admin anymore.

## DONNA COULD ASK US AS MANY QUESTIONS AS SHE WANTED.

It was important Donna felt totally comfortable coming to us with any queries. When she switched her accounting to us, she had initial questions.

"I'd sign off emails saying, 'Sorry if that's a stupid question but I don't understand it', and they'd come back and reassure me it wasn't a stupid question; it was valid and that's what they're here to do, to help me understand."

She could send us an email or ring us up whenever she had a question and not worry about being charged for it. If we could help her in any way, shape or form to be more efficient in her business, we wanted to do just that. It was all built into our services.

## STRAIGHT AWAY, DONNA FELT LIKE A WEIGHT HAD BEEN LIFTED.

Switching to DNA had an immediate impact, and the transition process was seamless. She had been worried changing accountants would add to her workload – but it instantly took it away.

The first thing we did was take over Donna's Xero licence and deep-dive into her numbers, correcting past errors and giving her up-to-date profit and loss and VAT returns.

She knew she was now in safe hands.

*“Everything was looked after properly from that point onwards and fed back to me in a clear, concise way”.*

## DONNA NOW HAD AN ACCOUNTANT WHO SPOKE HER LANGUAGE.

When it came to the year-end accounts, Gillian sent a fully descriptive email with a video explaining every single line of the profit and loss, where Donna's finances were and how she could move forwards in the business.

Donna understood it straight away, and didn't feel like she needed a separate meeting to understand the accounting concepts.

With DNA taking care of the accounting, she now had time to spend where she wanted.

She no longer had to devote her Saturdays to wading through returns and spreadsheets. Not having to chase up clients (or herself) to meet financial deadlines took a lot off her plate. DNA had it all covered.

Donna also found it freed up a lot of her mental space. She could finally breathe and relax.





## DONNA COULD NOW MAKE GROWTH-FOCUSED DECISIONS.

Having more space in her schedule allowed Donna to look at the bigger picture of her business. She could spend time on strategy and areas she'd previously pushed to the side, including:

- Devoting time to marketing
- Developing their social media presence
- Recruiting and training a part-time team member

It meant she was now focusing on growing her business rather than just trying to keep her head above water.

## DONNA WENT FROM FEELING ABANDONED AND STRESSED TO CONFIDENT AND REASSURED.

Donna describes switching to DNA as a “lightbulb moment”. She now knows she can pick up the phone or pop into our office whenever she needs a friendly chat or reassurance about anything going on in her business.

*“It almost feels like they’re your own personal accounts department because they’re so approachable and relaxed. They are part of our team...it feels like you’re taken under Gillian’s wing.”*

# YOU DESERVE TO KNOW YOUR BUSINESS IS IN THE BEST HANDS.

Your accounting is a huge burden to shoulder on your own, but you don't have to do it alone. We're here to take the load off your plate so you don't have sleepless nights worrying about your finances.

**Book a first call with us** (free of charge)  
to chat about what worries you have and  
let's make a plan to alleviate them.

