

Inside⁺ OUTSOURCING®






The newsletter for forward-thinking professionals

Break the barrier

Increasing compliance complexity feels like a battle to stay still. But it is possible to push on through to better things.

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Practice Compliance Outsourcing

Final accounts production  Personal tax returns  Corporation tax returns  Management accounts
HMRC-recognised iXBRL tagging services  Payroll  Cloud bookkeeping  Dedicated offshoring

How to avoid getting stuck in the compliance loop

Keeping on top of your compliance duties can make you feel stuck. But there are steps to drive your clients, and your practice, forward.

THE COMPLIANCE LOOP is a real issue among accountants and is one that needs to be addressed within the industry to combat burnout and garner long-term success.

This isn't a 'unhappy accident', either. Compliance has been a cornerstone of accounting professionals for eons and can be a comfortable spot to find yourself looped into. Your systems, mindset, pricing and compliance-forward thinking can leave you feeling stuck. The only way to move out of the daily grind is to break the cycle and look outside of your comfort zone to truly make the shift.

While the majority of your clients may initially approach you seeking compliance work, your role is to supply high-quality results

while providing them with a broad range of offerings. Stop treating compliance as the 'main event' and reframe your worth to your clients as more than someone to touch base with during tax time. Approach your client with their tax return and use the moment to complete a comprehensive health check of their business.

USE COMPLIANCE TO SPARK CONVERSATION

Relying solely on compliance-based services is keeping your accounting firm frozen. Instead of only providing numbers-based results, use this opportunity to chat to your client about how their financial data is impacting the future of their business. This moment is a pivotal way to diagnose elements of their finances instead of just



delivering the base results. Identify the following pain points for them:

- Are there any financial leaks?
- Where can we revise expensive purchases?
- What risks could form in the future?
- Are there any decisions that are being delayed?

If your client has a high tax bill, use this as a way to help them plan or restructure their cashflow to prevent panic. Perhaps they exceeded their predicted sales and need help to review their pricing against competitors or scale their business. If they are consistently late paying their rates, work with them to define cashflow forecasting and help them plan for key payment dates. This keeps you from being stuck in the same loop that leaves your firm feeling one-dimensional.

“Many firms have been combatting recruitment issues by reaching out to trusted outsourcing partners, leaving them with more time to invest in advisory”

SHIFT YOUR FOCUS TO BUSINESS ADVISORY SERVICES

Highly successful firms will always use compliance as a jumping point to sell their business advisory services. Why this works so seamlessly is because you can apply value to the data you receive by completing their tax and upsell your services subtly. Attach a few questions when going through their report

with them that opens up the conversation to gather more information to find out how you can assert yourself. As their trusted advisor, you can spot pain points and patterns that your client is not trained to see. Some examples are:

- If they have struggled with thin margins over the last 12 months, you can advise them on how to tighten their belt with pricing analysis versus cost.
- Your client might be dismayed at the high cost of their tax bill. You can guide them on small steps to take over the course of the next year to alleviate future stress like inputting data into Dext or work with them to grow their investment portfolio.
- They may have not been aware of the strong revenue growth their business has garnered. You can provide them with expert advice on how to manage this growth and where to put their money so they can gain the best results come tax time.

If you are thinking about taking the plunge into business advisory services for your firm, make sure you still have time for compliance. Many firms have been combatting recruitment issues by reaching out to trusted outsourcing partners, who are trained to take on your work and leave you with more time to invest in advisory.

Coming soon!
Keep an eye out for the
**2026 Accounting Talent
Index, launching in May.**

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BATTLE THE BURNOUT

If you prioritise compliance work over all else, the risk of burnout can rise. Busy season means focusing on tax returns, filings and fielding demands from clients. This naturally creates tension on professionals throughout the firm and can lead to higher instances of stress. Repetition, low reward tasks, pressure from clients, tight deadlines – you name it! You have to maintain a high level of self-awareness and make time for a healthy work/life balance.

In order to properly combat compliance burnout, you need to manage the decision-fatigue that comes along with it. This involves:

- Use software to keep track of tasks and minimise avoidable errors.
- Assess where you can implement AI processes that make your job easier during busy seasons. Automate admin tasks, create templates for emailing and use AI to analyse data to present to your clients which can lead into offering business advisory services.
- Stay true to your boundaries. Setting expectations with your clients early will help alleviate burnout. Create a set boundary for exceptions, and try not to overextend where possible.

PRICE YOUR COMPLIANCE WORK TO REFLECT YOUR WORTH

Underpriced services can lead to a packed calendar of tasks that are not worth your time. You need to properly reflect the services you're offering and the time it takes to complete them. If you have clients who are consistently inflammatory or hard to work with, it is within your reach to reassess if you make a good match professionally. Communicate kindly and clearly to them and offer alternative services to them so you can part ways amicably.

If you're spending all of your time working within the compliance sector, this naturally leaves no time for business advisory services. If you plan on scaling your firm to include these, scale pricing for both business advisory and your compliance work so that they are sitting within an even playing field. This also means the clients you want to work with will see your worth and engage your services knowing that they are paying for high-quality expertise over cheaper high-quantity results. ■



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Traveller's check(ins)

Founder and MD Vipul Sheth once again visits Advancetrack's Indian offices; this time he brings practice clients to meet their team face to face.

MY TRIPS TO INDIA are frequent, though it's been a few months since my last one, so I enjoyed visiting two of our four offices. It's always special to bring our practice clients on these trips, and I had the fortune to bring two guests along. Doing so is a wonderful opportunity for both them and the Advancetrack team to meet up.

The client met with their pod of team members at the office; and it's great to see



these people, who work so closely from a digital perspective, get to meet each other. Their discussions around what was working well and what needs refining is enhanced when you have the human touch.

Next was an authentic lunch in a restaurant where it's buffet-style but delivered to your table. Whatever you want is summoned at lightning speed – nobody goes hungry. A team member then took the clients out on a shopping trip.

FROM TEA TO STRATEGY

While I initially tagged along, my efforts shifted towards discussing with Advancetrack's team leaders about Advancetrack's strategic direction. In a world which is changing ever-more rapidly, we must be at the cutting edge.

Our CTO Ian Gregory was also on the trip. He plays a vital role in helping mould what and how we operate. Part of his mission was also



to reacquaint himself with our processes and look for efficiencies; ultimately to drive our resiliency. Ian did manage to escape for a short while to join 110,000 Indians and a couple of hundred people from the Netherlands to watch their T20 World Cup game.

Advancetrack has always balanced being tech-driven with a human touch – and at a high level of quality. I don't fundamentally think this is going to change – but perhaps a lot of the moving parts will! A discussion for another day. ■



If you'd like a catch-up or introduction, then please book a call by [clicking here](#).



In profile: Paul Frith

Paul's experiences in tax, accountancy and law will be integral to his role in supporting and building relationships with accountants.

WHAT IS YOUR CURRENT ROLE?

I've joined as sales manager. I'll be working very closely with sales director Louise Walpole, looking to build long-lasting relationships with our current clients to help them grow while working hard to widen our reach – bringing new faces into the Advancetrack world across the UK and Australia.

WHAT IS YOUR BACKGROUND?

I started out in marketing and advertising many years ago, then moved into business development and sales with LexisNexis, covering the tax and accountancy sectors. I really enjoyed my six years there – working with professional people that are great to deal with, making it a nice environment to operate within. They have lots of change in their world, elements of which I was trying to help them navigate, which meant it was always interesting.

I then spent nearly 16 years at the University of Law in various roles around business development – another fascinating professional services sector.

HOW DID YOU GET THE ROLE, AND HOW HAVE YOUR FIRST FEW WEEKS GONE?

I've known Advancetrack MD Vipul for around 20 years. His organisation at the time was a client when I served at LexisNexis. We formed a great working relationship, and I've admired from afar how hard he's worked developing Advancetrack from its infancy into an amazing company, employing hundreds of talented people globally as it does today.

We always kept in touch, even while I was at the University of Law, and when he offered me the chance to join the team here, the opportunity of an exciting new challenge was too good to pass up.



The first few weeks here have gone very quickly! I've been unloading a brain full of legal jargon and getting my head back around the language of accountancy and tax. There have been lots of meetings, both internal and external, shadowing the team to understand how things run and to get up to speed as quickly as possible.

It's been great to see how Advancetrack's people are laser-focused on understanding customers' businesses and making a real difference in helping them deliver success to their clients.

It's been eye-opening to see how much Advancetrack is an extension of their clients' firm. There's been a lot of long-term relationship-building here; and the meetings have demonstrated how close those ties are. There's a mutual interest to help each other succeed and grow.

WHAT DOES SUCCESS IN YOUR ROLE, AND FOR ADVANCETRACK, LOOK LIKE?
Initially, it's about quickly getting to grips with the great services we provide and forming strong partnerships with existing clients.


More broadly, I sense there's possibly still some education around outsourcing and offshoring to be done in the market. In my last role at the University of Law, I helped introduce solicitor apprenticeships into the sector from their inception. At the start, there was a great

deal of scepticism – but it has gone on to be a hugely successful and highly sought-after route into the profession, and I feel there are some parallels in the accountancy market with some still holding misconceptions.

My impression is that the understanding of outsourcing and offshoring can be improved upon by showing how properly executed and professionally run outsourcing can really work, and that's something Advancetrack can lead on. ■

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