

# How a Manchester Accounting Practice Reclaimed 80% of Partner Time

A Case Study on Offshoring Client Catch-Up  
and Cloud Migration



# A Familiar Story: A Solid Firm Facing a Hidden Drag on Growth

We begin with a three-partner accounting practice in Manchester, built on a solid reputation for year-end accounts and tax compliance.

## Key Firm Statistics



3 Partners



12 Staff Members



60+ Active Clients

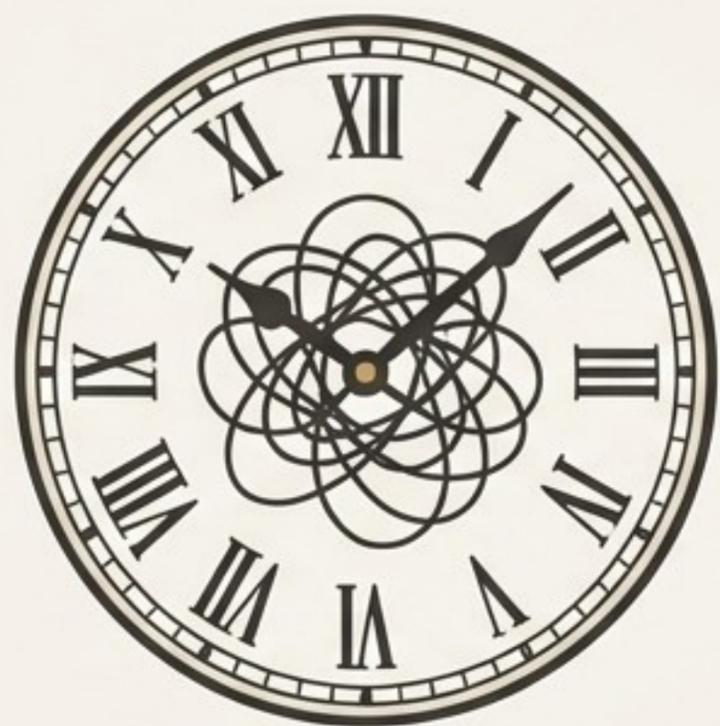


Industries Served: Trades, Professional Services, E-commerce

But behind the scenes, a growing technology gap was creating serious operational strain. Nearly half their clients were running on spreadsheets and legacy desktop software.



# The Real Cost of Legacy Systems Was Measured in Partner Hours



Partners were losing **10–15 hours every week** fixing basic bookkeeping errors before higher-value work could **even begin**.

- Staff were stuck with tedious, manual data entry from spreadsheets into desktop systems.
- This low-value work made it difficult to attract and retain junior bookkeepers in a tight UK labour market.
- The entire process was inefficient, costly, and demoralizing.

# Drowning in 18 Months of Unreconciled Spreadsheets

case-in-point: The backlogs told the real story. Some clients had fallen 6–18 months behind on bookkeeping and bank reconciliations.

- **The Trades Client Example:** One client had 18 months of transactions sitting in multiple Excel files. Every invoice, payment, and expense was manually logged but never properly categorized or balanced.
- **Systemic Issue:** Each client used a different chart of accounts, making internal reviews painfully slow and inconsistent.



# The Cloud Migration Dilemma

The partners knew cloud accounting was the answer, but the path forward was blocked by significant hurdles.

## Bandwidth

The internal team was too stretched to handle a large-scale migration of dozens of messy clients.

## Cost

Hiring more junior staff locally would cost **£25,000–£30,000** per person.

## The Core Problem

A new hire wouldn't solve the fundamental issue—someone still had to clean up years of inconsistent, historical data.

# The Search for a True Partner, Not Just a Provider

The firm needed a white-label partner to handle the heavy lifting, but it couldn't just be cheap labor. They needed a team that understood their standards.



## 1. Specialist Expertise

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Proven experience with complex Xero and QuickBooks Online migrations.



## 2. Process Alignment

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Willingness to adopt the firm's existing workflows and review processes.

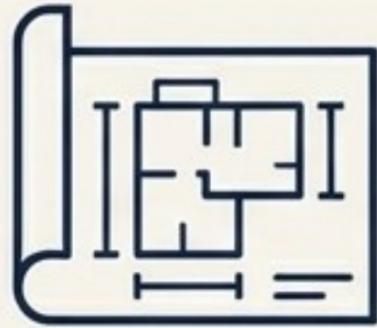


## 3. Guaranteed Quality

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A track record of delivering consistent results under UK senior oversight.

# The FinRecon Method: Standardize, Migrate, Clean



## Standardize

Worked with partners to design ideal, firm-wide chart of accounts patterns by industry.

Built templates for bank rules and recurring journals to ensure consistency.



## Migrate

Imported opening balances and historical transactions from spreadsheets and desktop systems into Xero or QuickBooks Online.

Set up bank feeds and payment integrations for future automation.



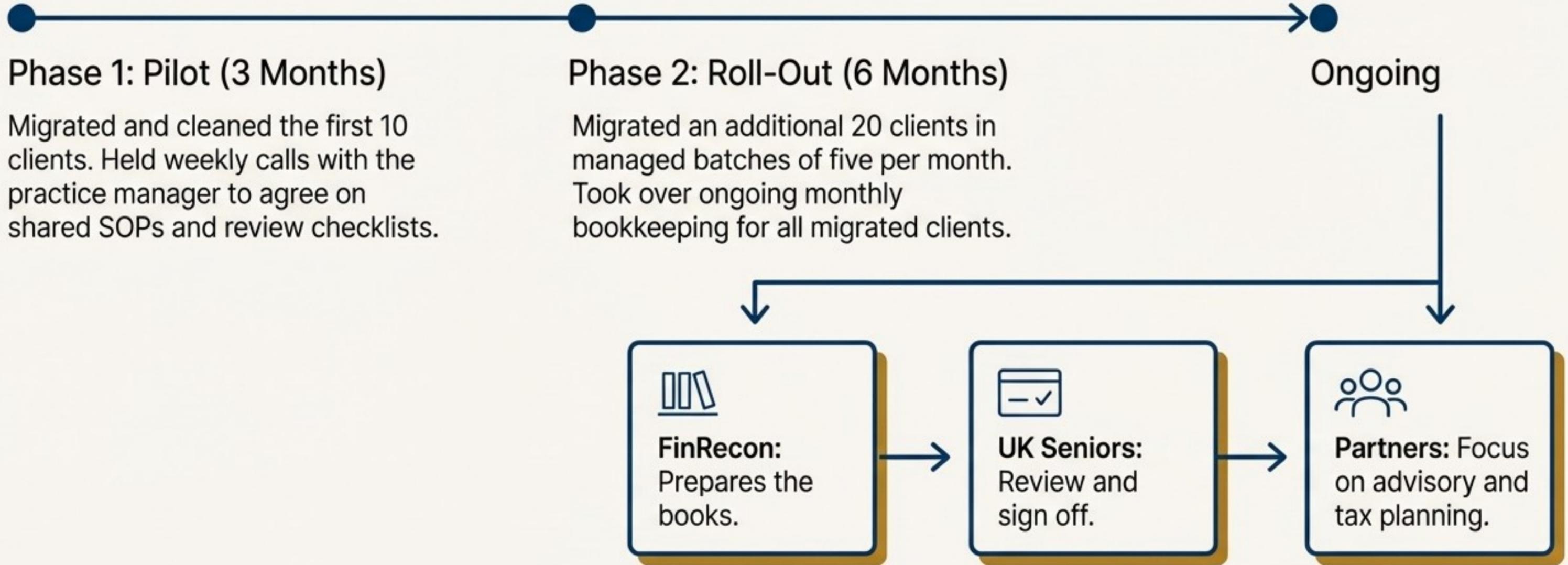
## Clean

Eliminated duplicated entries and corrected mis-coded transactions.

Reconciled all historical bank accounts.

**Proof Point:** The trades client with 18 months of backlog? Delivered clean, cloud-based books in three weeks.

# A Collaborative, Low-Risk Rollout



# The Results: A Landmark Shift in Partner Time and Firm Capacity

## Partner Time on Bookkeeping Rework



## Firm Capacity Increase



# Faster, Cleaner, More Profitable Books

## Accelerated Month-End Close



## Migration Scope

# 30 Clients

fully migrated from legacy systems to the cloud.

12-18 months of catch-up bookkeeping completed for each.

## Profitability

# 50% reduction

in write-offs on bookkeeping work due to fewer errors and less rework.



*“I’m no longer spending my evenings fixing spreadsheet errors. Instead, I’m having strategic conversations with clients about growth and tax planning—the work I actually trained to do.”*

I'll be honest—I was skeptical about offshoring... But FinRecon completely changed my mind. Their team took the time to understand how we work, and the quality has been remarkably consistent. We're not just delegating tasks; we've built a genuine partnership.

— Partner, Manchester Accounting Practice

# From Reactive Compliance to Proactive Advisory

With a solid bookkeeping foundation handled by FinRecon, the firm's entire focus shifted.

## The Strategic Shift

### **Solid Foundation**

Timely and accurate books are now the standard.



### **Empowered UK Team**

Staff moved from data entry to higher-value review and client communication, boosting morale.



### **Freed-Up Partners**

Partners now have the confidence and capacity to offer proactive advisory services, including:

- Management Reporting
- Cash Flow Forecasting
- Growth Planning

# The Partnership Expands and the Firm Looks Ahead

With 30 clients running smoothly on the cloud, the firm is now:

- Migrating its remaining legacy clients with FinRecon.
- Deepening its advisory service offerings, built on the solid data foundation FinRecon provides.



For the first time in years, the partners aren't just keeping up. They're looking ahead.



# Let Us Handle the Books, So You Can Build the Firm

FinRecon provides white-label offshore bookkeeping, catch-up accounting, and cloud migration services for UK accounting practices.

## Our Promise

- ✓ Our teams work UK hours.
- ✓ We follow your processes.
- ✓ We deliver consistent quality under your oversight.

You get the freedom to focus on advisory, growth, and serving your clients.

