



## CASE STUDY: GRAVITY 7

Gravity 7 is a Digital Marketing Agency based in London. We have worked with them for over a year, offering a range of our trusted accountancy services.

### CLIENT STRUGGLES

The client came to us with a general lack of clarity in regard to their accounts.

There was no visibility when it came to their profits, growth or taxes - generally speaking, they needed all-around assistance when it came to their company finances.

### ABOUT CADRE

We have the vision of bringing a modern spin to typically formal services, and our aim is to become an extension to our clients' teams, always collaborating and focussing our value proposition on advice-based services.

We are a team of seasoned experts, invested in providing real-valued services to our clients, becoming trusted experts delivering fair, transparent advice.

### ACCOUNT MANAGER: JAMIE WILLIAM, TAX DIRECTOR

Jamie trained in the tax team at UHY Hacker Young whilst studying ACCA. He spent 5 years at Gerald Thomas Chartered accountants before identifying that clients wanted more from their advisors. Jamie joined Cadre in 2020 to provide that higher level of service to clients.





## SCOPE OF PROJECT

When approached, we implemented a new finance system into the business and have run this system since. This includes bookkeeping, payroll, HMRC compliance and management accounts.

## BENEFITS

- Full visibility of their accounts
- Can now monitor their profit on a month-by-month basis and
- A financial strategy that allows them to know exactly how and where they need to use their money,
- They now know how much to set aside for each of the different taxes and know what sales need to be on a monthly basis to cover overheads and hit net profit targets

## TESTIMONIAL

"Going into working with them, I was a little bit sceptical, following bad relationships with accountants that left me in the lurch. But as soon as we went through onboarding, I knew how much they communicated, how on top of things they are, and how much they actually cared. The position that we are in as a business right now is that we have so much more clarity on not only what's going on, in a bookkeeping sense, but also forecasting and where we're heading, putting that extra detail in knowing that we can plan ahead. If you're thinking about looking for a new accountant or you're unsure, I honestly can say hand on heart that these guys are the best accountants that I've ever worked with."



**DANNY ALLEN-PAGE**  
CEO, Gravity 7