

READ ALL ABOUT IT – FD SOLUTIONS IN THE PRESS

FD Solutions was introduced to the media world in February 2004 when we appeared in *Real Business* magazine discussing the importance of knowing your cash position. This was closely followed in the May issue with our *Cash Is King* article, giving ten easy steps towards curing cash problems. We contributed an article to *Real Business* in February 2005 looked at the change in the exchange rate between sterling and the US dollar, noting in particular the effects this could have on your business.

In 2006, Simon Walters introduced our business to the IOD's *Director* magazine. That same November, the importance of financial directors was highlighted by the *Jewish Chronicle*, promoting FD Solutions as an experienced option to ensure that companies receive hands-on assistance.

Real Business magazine turned to us in April 2006, soon after Philip Green of Arcadia took on massive debt to pay himself an enormous dividend, to ask us for guidelines on when and how business owners should increase their company's debt.

In December 2007, *Accountancy* magazine's two-page Firm Focus section featured FD Solutions under the title 'Dial an FD'. The prominence of this coverage raised our profile considerably, promoting approaches from Australia and New Zealand.

The *Sunday Times* of 30th March 2008 mentioned the work that Simon Walters undertook for Intersection, illustrating how even small companies are able to access experts. April 2008 saw Richard Brooks featured in *Accountancy*, as the market for part-time or 'virtual' finance directors was expanding. That September, Tony Eve appeared in *Business Voice* magazine recognising that the UK tax regime makes it incredibly difficult to plan ahead, because there are changes all the time.

Bryan Lawrie gave advice in November 2008 in *Student Accountant* as to how to become a Finance Director. On 13th November, *Accountancy Age* reported that "City-based FD Solutions has maintained outstanding growth to walk away with the 2008 Accountancy Age Small Firm of the Year award".

In early 2009, the *Financial Times* featured the launch of our business turnaround service aimed at companies in need of restructuring. Richard Brooks appeared in the ICAEW's *Faculty Of Finance and Management* magazine, February 2009, uncovering the 'lowdown' on what it is like to be an FD. That month, Malcolm Durham appeared in *Real Business* explaining how the use of external advisors can be kept to a minimum. The ACCA's *Accounting and Business* magazine that month featured Bryan Lawrie giving survival tips for businesses.

Malcolm Durham highlighted the seven issues facing FDs and explained how to resolve them in the *Corporate Sector Review* of March 2009. In April, Simon Walters was focussed in *Corporate Financier* as we launched a new service offering companies experienced FDs to assist in turnarounds. *Accountancy Age* again turned to Richard Brooks in June 2009 when publishing advice to help improve services and access funding from reluctant lenders. Bryan Lawrie explained in the July/August edition of *Financial Accountant* that the recession had highlighted the need for a proactive rather than a reactive finance director.

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In October 2009, *Accountancy Age* carried an opinion piece from Simon Walters intended to stir up debate; Simon asked whether the recession actually existed, stating several reasons why people were still waiting for evidence that it had even started.

Conversely, recognising the impact of the recession, David Dawson was quoted that same month in *27 Lessons to Learn from the Recession*, giving tips on how to manage your finances through placing a focus on budgets, bank charges and chasing debtors. Simon Walters appeared in *Financial Adviser* offering turnaround help for struggling companies. He also discussed the true impacts of the recession on business recovery departments, reporting they are “busy but not as busy as you might think”.

October 2009 saw Bryan Lawrie putting a positive slant on the recession, stating in *AB Economy* that a downturn can actually provide an opportunity for new businesses to become established. A month earlier, *Accountancy Age* had carried an Opinion piece by Malcolm Durham in which we explained the fillip to our business from winning the previous year’s Small Firm of The Year award.

The autumn 2009 edition of *IoD West Midlands* featured a case study about Cue Media, introducing Brian Miller, regional director of FD Solutions, who produces comprehensive financial statements and integrated forecasts for this client.

As West Midlands regional director of FD Solutions, Brian was pinpointed in *Undervalued Assets Monthly*, November 2009, recognising that despite the recession, pension planning should still be at the forefront of people’s thoughts. That November, *Corporate Financier* celebrated FD Solutions regional expansion and the opening of our Manchester Office.

Tony Eve, one of our Client Finance Directors, discussed the importance of safe data storage and the use of programs from Microsoft and Sage (*In Practice*, December 2009). Ending 2009, another of our FDs gave a positive message in *Financial Director*, claiming that although economic recovery in the UK is not going to be easy, companies are beginning to place greater confidence in the stock market.

In March 2010 Simon Walters told *Financial Advisor* that businesses require a financial director and a bond issue, due to the lack of funding being distributed for banks. The *JC* also covered FD Solutions that month, commending us for having succeeded and expanded despite the economic climate.

In the May 2010 edition of *Financial Director*, Simon was asked about Alex Horne’s promotion to chief executive officer of the Football Association, which Simon said shows that FDs can take command of running a business and reach the top jobs.

That June, Simon Walters discussed with *London Accountant* exactly how a Financial Director can improve relationships between businesses and their banks through simple tips. The June 2010 copy of *Corporate Financier* quoted Malcolm Durham extensively when publicising our expansion into Paris and our new service offering an option to access part-time legal directors through Legal Director Solutions.