



Accountancy Recruitment News - 9th December 2020

Contents

- * [Accountancy Job Market Report](#)
- * [70% of employees request flexible or remote working](#)
- * [Interview Question & Answer – Do you like travelling?](#)
- * [Get Your Accountant CV Noticed - 2 Top Tips](#)
- * [£60 Unlimited Recruitment - start today](#)
- * [Sell Your Firm](#)
- * [Hire a Freelancer](#)
- * [Recruit Staff](#)

[Hire Freelance Accountants - Click Here](#)

Accountancy Job Market Report - December 9th 2020

Good morning. Here is our summary of the current state of the accountancy job market:

Permanent Recruitment - Quiet

It has continued to be a very quiet year on the permanent side as firms are still reluctant to risk hiring on a permanent basis. Very low new vacancy numbers.

Freelance Accountant Recruitment - Quiet

Busier on the freelance side - firms are taking on temporary assistance to help them through the busy periods. We have good availability amongst freelancers at all levels - bookkeeper through to senior accountants. Hourly rates inclusive of all costs via our www.freelanceaccountants.co.uk platform.

Accountant Firms for Sale - Quiet

Accountancy firm buyers remain numerous - sellers are extremely rare to find. There is a clear market demand for small accountancy firms looking to sell up, retire or merge. In a nutshell sellers seek buyers with lots of cash, buyers seek sellers looking to hand over their clients for nothing. Our job as brokers remains to bring the two sides back to reality (I generalise of course!).

REC/KPMG UK Job Market Report (we are members of the panel contributing to this report)

Key Findings: Modest reduction in permanent placements.....but temp billings continue to rise sharply. Redundancies lead to further marked rise in candidate numbers.

KPMG Vice Chair Comment:

"The continual reluctance to recruit permanent staff and a further marked increase in

people available for work, leaves the UK jobs market teetering on a precipice. However, looking ahead, there is reason for optimism with the welcome vaccine news, although challenges remain as the recent lockdown, new tier system and impending Brexit means it will be a long road back to the UK jobs market seen pre-Covid..”

IHS Markit UK Services PMI Report

Key Findings: Output falls for first time since June amid national lockdowns. Fastest drop in employment for three months. Year-ahead business optimism hits nine-month high.

70% of employees request flexible or remote working

A PR company has issued a press release claiming that research shows that up to 70% of employees in the UK plan to ask their employers if they can work flexibly and/or remotely for at least some or all of the time.

70% of workers plan to ask for remote or flexible working of at least some kind from their employers following the pandemic in 2020. The whole pandemic situation has opened up huge opportunities for employers to save on costs going forward, and use home working as a way of either increasing their prospects of recruitment or by saving costs in terms of rates paid because people no longer have to travel all the time to their offices or places of work.

For employees enforced working from home has opened a lot of eyes to how much time each day is completely wasted travelling to and from a place of work, when for a number of jobs it is completely unnecessary to do so.

Not good news for the commercial property sector which is taking a battering along with the retail sector, but for firms looking to save money on their costs this is a very good and quick way of doing so, providing employers are comfortable with employees not being based in the office.

The pandemic has meant that employers seem much more relaxed now about the concept of home working and they seem to have developed a situation where they feel able to trust their employees to do the work on a daily basis without getting distracted by other things.

We have noticed in the environment of legal locums that a hugely increased number of professional locums will now only work remotely or in an office for some of the time, with the rest of the time spent working on a remote basis, because they've got so used to the way of working and of not needing to be based in the office anymore.

The pandemic may well have sparked a revolution in the whole concept of working from home, and has probably shifted views on the issue quite considerably into allowing it both from employee and an employer perspective, because employers can see that actually their employees can be trusted to do the work and are just as productive working from home as in the office, and employees see that it's not so bad working from home on a remote basis, even without all their colleagues in the same building.

So when you are recruiting in future, bear in mind that home working is the current fashion and if you are able to offer at least some flexibility in this, your choice of potential candidates will be drastically increased. If you refuse to allow any then the job of recruiting staff will be so much harder.

Get Your Accountant CV Noticed

Writing a CV and applying for an accountancy job can be a very simple thing to do, but writing a CV for a job as an accountant and getting it noticed by a potential employer is a different matter entirely. We see CVs everyday from directors, seniors, semi-seniors, support staff and many more. But what particularly makes a CV stand out?

Relevance

This is the one major bit of information on a CV that makes it stand out above all others. It is something that graduates very often fail to appreciate and think, for example, that any accountancy experience they have is going to be of huge interest to anyone who's an accountant. The same applies to qualified accountants who can be notorious at applying for a job they may or may not be suited for, but failing completely in their CV to give any evidence at all that they've actually done any of this type of work before.

So relevance is the one thing on your CV that can make you stand out above all others - but how do you get your CV to be relevant?

Firstly, you have to make sure that your CV fits to the job that you are applying for, and you have not simply sent a CV in without actually matching it up to the role. Read the job description carefully, and tried to mirror what is said in the job description either in the summary at the top of your CV or in your work experience if this is possible.

Obviously if your CV is not relevant at all then you cannot fudge it so that it fits, and this is another thing that sometimes lawyers fail to appreciate – you cannot just apply for a job because you think it would be a good fit for you when you do not have the necessary skills or experience to be considered.

Remove Waffle

This is a bugbear of ours and something we have constantly written advice articles on for many years. It does not matter who you are and at what level of experience you are at, but writing waffle on your CV simply switches off the reader.

By waffle we mean words such as: “developing”, “capabilities”, “persuasive techniques”, “good rapport”, “teamwork”, “good communication”, “outstanding achievements”, “hard worker”, “achiever”, “extraordinary” and so on and so on. I know that a lot of academic careers advisors have recommended things like this on CVs because they want to emphasise the fact that you are trying to sell yourself to an employer, but I get the feeling at times that none of them have ever been an employer looking at a CV with a view to employing someone.

Our opinion is that a CV should be factual, straight to the point and include evidence and information relevant to a role only, and nothing that is subjective or just plain waffle.

Go through your CV and take out anything that you cannot back up with evidence, and have a think about what you would class as essential and what you have just included to fill in some space.

Personal skills sections can be the worst for this, and also summaries at the tops of CVs or personal descriptions or similar. If you have been advised to include a summary at the top of your CV, make sure it is only factual. So for example, “FCCA Accountant with four years practice experience in tax and accounts preparation and two years in audit , looking for a role within 20 miles of Chelmsford, Essex. Salary levels £45k, notice period three months.”

Now contrast this with “a gregarious and outgoing individual capable of good teamwork, hard work and possessing a good sense of humour. Looking for accountancy jobs and prepared to work hard.”

You can see that in the first example I have given you everything you need to know about the CV in less than three seconds of reading, whereas in the second example anyone reading the CV will need to go all the way through it to establish what you're looking for, what your experience is, and probably also come back to ask you various questions having received your CV.

If you follow these two points alone, your CV will stand out a mile compared with some of the terrible CVs we read every day of the week. I haven't got on to the CVs where experienced accountant don't bother to include anything other than their name and the fact that they've worked for 35 years, but that's a different article...

Interview Question 41 – Do you enjoy travelling?

Advice

This is a loaded question. It has hidden connotations and can trap the unwary. You need to think very carefully as you answer this question what any interviewer may be thinking of answers you choose to give. The problem with saying that you do enjoy travelling if the post you are going for is a static one is that the firm or company may suspect you have other ambitions lying outside their business. If the post in question involves travelling then obviously your answer would be considerably different. Do not think about this from a person angle but instead from an employer's angle and work perspective. It is a common mistake that can occur round the interview questions where interviewees are unable to distinguish between questions linked to themselves but impact on a work type scenario.

Examples of Answers

"Yes. As part of my job I am very happy to travel and like the whole concept. I have been travelling in my job for the past 10 years and certainly have no problems either commuting into work or travelling around the world as necessary".

Or:

"Yes. I am always happy to travel as part of my job and have travelled in the past both in my work life and my personal life".

Or:

"Travelling is something I have always enjoyed and I like going to new places and exploring the world when I am on annual leave."

£60 Recruitment from Ten Percent Financial

Accountants Busy With Work but Unable to Afford Recruitment

A common complaint from accountants at the moment is that they are busy dealing with huge amounts of client queries, tax issues, annual returns, the furlough scheme, redundancies and all of the usual work coming in at the same time. Firms want to recruit new staff, but the costs of doing so are prohibitive. After all, most professional accountant recruitment companies charge fees of about 20-25% to recruit a senior accountant on a salary of £40,000.

To put that into real numbers, it equates to £8,000 plus VAT, which for a firm turning over £150,000 represents quite a substantial amount of income for the year. Furthermore, once you have done the recruitment it's quite common to find, particularly amongst accountants, that they leave within a

short period of time. Practice accountants are notorious for moving around a lot, and a lot of CVs we see have staff staying with firms for between nine and 18 months before moving on.

So you spend your £8,000 finding yourself a new senior accountant and sit back to enjoy the benefits of their labour, only for them to up sticks and move on after six months. What would this have cost you? The answer is quite simple, it would have been their salary (in this case £20,000), plus your recruitment fees of £8,000 plus VAT, because most recruitment agencies only give a rebate for up to three months, and even then it is staggered.

Similarly, you might think about using job boards yourself and undertaking your own advertising. This is great, and you will probably want to put an advert on Reed (reed.co.uk), as one of the leading accountancy job boards, and where most accountants go to look for work. You may find you get a good number of applicants and when your job expires after six weeks it will have been £400 well spent. You recruit your member of staff, but again you are likely to be cursed by the constant movement of accountants and the accountant is going to move on after a period of nine to 18 months in all likelihood (unless you are an unbelievably nice employer!).

So again, when this new candidate moves on you'll be back on the market looking for further staff at the same cost as last time in terms of time taken to sift through CVs, deal with enquiries, conduct interviews and go through the whole recruitment process, including posting the job.

This is why accountancy recruitment is so expensive. It takes time, effort, money and a certain amount of patience that most employers simply do not have. After all, at the same time you are looking to make money, and you cannot be making money if you are spending all the time recruiting new staff.

The Low Cost, Low Risk Solution

There is another option, and that is to consider unlimited freelance and salaried accountancy recruitment from Ten Percent Financial, which costs quite literally £60 a month for as many staff as you want to get, and as many job adverts as you want to place. If you take the example that most accountants move on within nine and 18 months, the cost of recruitment can be extreme to an accountancy firm looking to take on staff. However, with the Ten Perfect unlimited service you simply pay £60 a month, and when your accountant inevitably moves on you simply recruit as new one, without any extra cost at all.

You spend very little time on the whole matter, because probably we would already have the details of your vacancy from the previous time you had advertised, and we can simply process it again and get you new candidates to think about. We filter out the dross (and there always is lots when it comes to accountancy recruitment), and we only send you the candidates through who are actually qualified to do the job. Our service saves you money (no agency fees whatsoever), time (no need to sift CVs, deal with recruitment advertising or handle enquiries), and effort (we do all the work and the service is the same as conventional recruitment consultancy).

What's the catch? You can only sign up to the service if your turnover is less than £1.5million, and you have to commit to us for a period of time. If you would like an instant quote confirming the price please visit www.tenpercentunlimited.co.uk.

The Risk Free Solution for Accountant Firms

For just £60 a month, you can recruit as many times as you like and for as many jobs as you want with our low cost fixed fee recruitment service, [Ten Percent Unlimited](#).

Unlimited Accountant Recruitment - Guaranteed

Accountancy Practices can recruit as many accountants and support staff as they want without paying a penny in recruitment fees. The service is exactly the same as if you had used a recruitment consultant. We have been providing our unlimited recruitment option since 2011 to accountants and solicitors across our group of websites.

Here are some more benefits:

- **Dedicated Recruitment Consultant**

-

TenPercentUnlimited is the same service with the same candidates as provided by Ten Percent Financial Recruitment to clients.

- **No Risk Recruitment**

-

There is absolutely no risk to using the service. You pay a monthly fee from £60 and recruit as many staff as you want to.

- **100% Rebate**

-

If a member of

staff
leaves,
employ
another
one

-

no
additional
advertising
or
recruitment
costs.

- **Monthly
Instalments**

-

5
year
contracts
available

at
the
fixed
price
of
£60

a
month
and
3

year
contracts
for
£85

per
month
to
all

accountancy
firms
with

a
turnover
of
less
than
£1.5
million.

- **Full
Selection
of
Staff**

-

We
have
a
database
of
accountants,
bookkeepers,
financial
controllers,
accounts
technicians,
accounts
assistants,
management

accountants,
secretaries,
office
managers,
legal
cashiers
and
support
staff
registered
on
our
databases.
We
have
access
to
online
CV
databases
via
our
job
board
subscriptions.

- **Post
Your
Vacancies
Free
of
Charge**

-
We
can
post
your
jobs
on
a
wide
range
of
financial
and
general
job
boards
as
well
as
a
range
of
accounting
recruitment
websites
free
of
charge,
attracting
even
more
candidates.

- **Immediate
Start**

-

When
you
sign
up
we
instantly
commence
work
on
your
vacancies.

To request a written quotation for using the service or for further details please email us at jobs@tenpercentunlimited.co.uk, call 0800 246 5016 or click the button below. You'll be amazed at the savings you can make.

Request a Full Quotation for Unlimited Recruitment

Join our Freelance Accountant Directory - no charge

New for 2020: Freelance Accountant Directory - our online platform for accountants and bookkeepers in commerce and practice. Hourly rates range from £17-£45 per hour including all fees. One set hourly rate.

To invite bids from freelancers for specific jobs or projects, please visit <https://www.freelanceaccountants.co.uk>

Join our Freelance Accountant Directory

Add your Fees to our Fixed Fee Accountant Directory - no charge

Ten Percent Financial maintains a directory of advertised accountancy fees and we can add your business to the list at no cost. Whilst we appreciate that an accountant should, like any professional, be never selected solely on cost as the quality is an important factor, we are maintaining a directory of accountancy services and fees where they are advertised on the internet on a monthly or yearly subscription basis. We also send out customer enquiries to all firms listed in the directory at no cost.

To add your details simply click the button below.

Our directory can be viewed here: [The Ten Percent Accountancy Service Fees Directory](#)

Join our Accountant Fixed Fee Directory

Thinking of selling your firm or looking for investment?

Blocks of fees - if you are looking to sell fee blocks drop us a note. There is interest across the UK for Accountant Fee Blocks. Average rate for sale at the moment appears to be the 12 month value of the fees with the preference of the seller for a 100% upfront rate and the buyer a 30/30/40 split. Please visit our Buying and Selling Client Lists and Accountant Firms here:
<https://www.tenpercentfinancial.co.uk/buying-and-selling-a-practice/>

Why use us?

Candidates benefit from our lighter touch - no sales talk or pressure - together with our commitment to donate 10% of our profits to charity (20 years and counting!). Please visit our website at www.tenpercentfinancial.co.uk for further information.

Employers benefit from our assistance recruiting Seniors, Semi-Seniors, Assistant Accountants, Audit Semi and Seniors, Bookkeepers, Trainee Accountants, Accounting Technicians and other staff. We are also part of the Ten Percent Group, specialists in the recruitment of solicitors and legal staff since 2000.

- **CV Reviews for Accountants**
- visit our website.
- **Salary Reviews for Accountants**
- email us.
- **Unlimited Recruitment option from just £60 per month**
- www.tenpercentunlimited.co.uk.
- **Pay in 12 monthly instalments.**
- **12 month rebate period.**
- **Established for over 10 years.**

Please post your practice or industry accountancy vacancy without obligation by replying to this email [or click here](#).

We hope to be able to assist you with your recruitment, now or in the future.

In Need of Secretarial Support?

Visit our sister site [TP Transcription Limited](#) for outsourced typing services and translation. Refer us to your clients and join our generous referral scheme. We have been transcribing dictation, Zoom meetings, interviews and conferences for almost 20 years. ISO 27001 and Cyber Essentials accredited company.

[Click for Remote Audio Typing](#)

Kind regards,

Jonathan Fagan
Director

Ten Percent Financial Recruitment - www.tenpercentfinancial.co.uk

Ten Percent Unlimited - www.tenpercentunlimited.co.uk

E: jonathan@tprecruitment.co.uk

T: 0800 246 5016

Contact:

TP Recruitment Limited
27 Old Gloucester Street
London
WC1N 3AX

Head Office

TP Recruitment Limited
Ty Brith
Llandegla Road
Mold
CH7 4QX

TP Recruitment Limited, registered in England and Wales, reg. no.10750269. Registered under the Data Protection Act.

If you do not wish to receive these emails in future simply reply with the word "no" or click the button below.

©2020 TP Recruitment Limited | Ty Brith, Llandegla Road, Llanarmon-yn-Ial, Mold CH7 4QX

[Web Version](#)

[Preferences](#)

[Forward](#)

[Unsubscribe](#)

