



Accountancy Recruitment News - 16th June 2021

Contents

- * [Accountant Job Market Report](#)
- * [Salary and Hourly Rate Guide for Accountants - Updated](#)
- * [Lying by Omission on a CV](#)
- * [Haggling for the sake of it](#)
- * [Interview Model Answer - Are You a Loner?](#)
- * [Recruit Accountants](#)
- * [Sell Your Accountancy Firm](#)

Good morning - this is the June edition of Accountancy Recruitment News. It includes our accountancy job market report, salary and freelance rates, suggested interview answers and other articles.

Accountancy Job Market Report - June 2021

Summary of the current state of the accountancy job market:

Permanent Recruitment - Quiet

It has continued to be a very quiet year in May on the permanent side. Very low new vacancy numbers, but we are seeing vacancies filled. However it is still hard to entice candidates away from secure roles in the current climate.

Freelance Accountant Recruitment - Quiet

Still quieter than usual on the freelance side. 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. Prices for most work set at £21.24 per hour inclusive of all fees and VAT.

Accountant Firms for Sale - Very Quiet

Accountancy firm buyers remain numerous - sellers and retiring partners/directors are extremely rare. There is a huge market demand for small accountancy firms looking to sell their client banks, retire or merge. Contact us for a confidential discussion.

New Vacancies

VAC-10396 R&D Tax Specialist Oldham

VAC-10395 Practice Accountant Reading

VAC-10394 Part-Qualified Accountant Liverpool

VAC-10393 Systems Accountant West London

VAC-10392 Freelance Accountant/Bookkeeper South East London

VAC-10391 Senior Accountant Cardiff

VAC-10389 Senior Accountant Slough
VAC-10388 Senior Accountant Colchester
VAC-10387 Senior Insolvency Administrator Sutton

New Candidates

CAN-12775 Accountant/Finance Manager QBE with around 5 years of UK industry experience and the past almost 10 years running her own practice. Looking for part time remote working/office-based roles.

CAN-12773 FCCA/ACA Accountant with 10 years of practice experience and another 12 years in industry including insurance, distribution and shipping. Looking for remote working roles or roles around Essex.

CAN-12772 MAAT Semi-Senior Accountant with around 7 and a half years of practice experience (around 5 years of it in a Payroll Administrator role) and the last 9 months in waste management. Looking for roles around London.

CAN-12771 AAT level 2 Assistant Accountant with more than 4 years of practice experience looking for roles around London or remote working roles.

CAN-12770 AAT Accountant & Financial Director with around 3 and a half years in practice at Semi-Senior level as well as another 3 years in the mostly IT/SaaS industry as a Financial Controller/Director. Looking for freelance remote working roles.

CAN-12769 ACCA Accountant with 8 years of practice experience looking for roles around London and Essex. Reviewing Financial Accounts, Group Financial Statements, Audit, Personal/Corporation Tax, VAT, Payroll. Currently manages a team of 4.

CAN-12767 ACCA Accountant/Practice Manager with around 6 years of experience in practice looking for remote working roles. Manages portfolio of 200 small/medium clients, trains assistant accountants to trial balance level.

REC/KPMG UK Job Market Report

(we are members of the panel contributing to this report)

Key Findings

Rapid increases in permanent placements and temp billings

Vacancy growth hits highest since January 1998

Supply of workers drops at quickest rate for four years

KPMG Partner Comment:

“With demand for workers in May increasing at the fastest rate in 23 years, the jobs market seems to be firing on all cylinders, and we need this momentum to continue for our economy and businesses to fully bounce back. But the deterioration in staff supply intensified this month, with overall candidate availability declining at the quickest rate since May 2017. This is a worrying trend and the message is clear: we need businesses and recruiters working alongside Government to urgently address the skills gap by supporting candidates and employees to upskill and reskill to move into new roles. This will be crucial to our recovery from the pandemic and the levelling up of opportunities across the UK.”

Hourly Rates and Salary Levels

Hourly Rates for Freelancers

Currently set at £21.24 per hour for accountants & experienced bookkeepers undertaking standard accounts work (hourly rate includes agency, VAT and service fees). Contact us to use our freelance accountant platform.

Salary Levels June 2021

Assistant Accountant – Outside London. Range £18k – £32k.

Accountant (ACCA/ACA) – Outside London. Range £30k-£45k.

Auditor – Outside London. Range £40k-55k.

Bookkeeper – Outside London. Range £16-23k.

Industry Accountants (CIMA) – Outside London. Range £30-50k.

Assistant Accountant – London. Range £22-32k.

Accountant – London. Range £28k-45k.

Auditor – London. Range £40-60k.

Bookkeeper – London. Range £20-26k.

Industry Accountants (CIMA) – London. Range £45-75k.

Lying By Omission on CVs: The Undeclared Self-Owned Practice Role

Our experiences with fabricated CVs in the accountancy sector are well-documented.

Unfortunately, making things up as you go along seems to be part and parcel of recruitment in accountancy practice. In our previous post, we outlined some of the most common lies found on CVs. These include: Removing employers, Removing or adding practice or industry roles, Education alterations and claiming qualified ACCA status instead of part-qualified.

However, today we'll be taking a look at a grey area when it comes to honesty on an accountancy CV – lying by omission: the undeclared self-owned practice role.

Self-Employed Accountant Status – Is this an Issue?

To clarify, being a self-employed accountant is neither an advantage nor a disadvantage when applying for roles. Some firms are looking exclusively for freelance/self-employed accountants and since the start of the pandemic, we've seen a rise in this type of recruitment. Other firms are looking for candidates coming straight from a specific industry or type of practice. The trick, as always, is to have your CV match with what the firm is looking for. In the pursuit of this goal, however, some candidates have taken to passing off their own companies as practices that they have worked for.

A good (or bad) example of this landed in our inbox last week. The candidate in question had, on the face of it, 12 years of experience in practice across two firms. The CV specifically stated 'Employer' before the name of each firm and there was no mention of either of these being the candidate's own firm or of the candidate being self-employed. A Google search turned up next to nothing about either of these businesses except for the fact that the most recent one was 'permanently closed' – this despite the candidate stating that they were still working for the practice. When questioned, the candidate admitted that both of these roles were self-employed and that the most recent company had been closed down 'a while ago.'

While this candidate may not technically have lied on their CV, there are several issues here: It's misleading to pass off your own one-person company as a larger practice

While the candidate may well have been working through their own company and while that company may have had the name listed on the CV, the reality is that by not declaring it as a self-employed role, an impression is created of a salaried position in a larger practice. If this is what the hiring firm is looking for, then this approach may well land the candidate an interview – but probably not the job once the truth comes to light.

Disguising a self-employed role suggests there is something to hide

When the candidate in this case replied to say that both of the 'practices' they had worked for were, in fact, merely the names of companies they had set up to work through on a self-employed basis, further information was requested. How many clients did they have? What sort of clients? What was the turnover range they dealt with? How many hours/days per week were they working? What sort of work did they do? Had they done any subcontracting in accountancy practice at all? We are yet to receive a response. Someone who tries to pass their self-employed status off as a practice role and then declines to provide detailed information about their self-employed work rings a lot of alarm bells and suggests they have something to hide – probably a lack of relevant experience for the role they have applied for.

Lying by omission can actually cost you the role

We represent and successfully place many self-employed and freelance accountants. However, these candidates are upfront and explicit about the fact that they are self-employed, the names of their companies, the number of clients they have, and any subcontracting work they have done. Being self-employed is not a barrier to landing good-quality accountancy roles. Lying by omission about it may well be.

This candidate was fairly easy to spot as there was very little online presence for either of the companies listed on their CV. These days, that tends to be a red flag in itself. However, this is by no means the only case we have dealt with – we see candidates passing their own companies off as larger practices on a regular basis. Some are harder to spot – those with websites and references to 'our team', for example.

While over-egging or misrepresenting your experience may win some gains in the short-term – a call to interview or even a job offer – the truth will eventually come to light. Lying explicitly or by omission on your CV is self-sabotage in the long run. Instead of enjoying a lucrative and fulfilling career as a respected self-employed accountant, you may well find future doors you didn't even know you'd want to walk through are closed in your face.

Haggling for the sake of it

I recently took a call from a senior partner of a small company who rang me up because he was looking to recruit a number of senior commercial lawyers and wanted our assistance. We spent about 20 minutes on the phone with discussions around his firm, his firm's aspirations, future plans, recruitment needs and a chat about how we could help. We went through all of this before he asked about fees. I explained to him that our fees were set at a specific rate (see our website for a full breakdown).

He informed me that his firm had enjoyed a long lasting relationship with a recruiter who had charged him a lot less (12%) and that he was hoping to emulate this with a future deal.

Fee Haggling

The senior partner seemed very surprised at this and a bit of email correspondence followed on with the basic premise being that as a recruitment agency we ought to be prepared to haggle on our fees, because this is expected. We politely declined and I referred him to a couple of our competitors who I know charge standard fees higher than ours but also very often are prepared to be haggled downwards to get to more competitive levels.

Over the years I've been in business I've started to learn, although it has taken me a long time, that if you have a fee that you charge, having carefully worked out the profit margins, costs of running

the business etc then that will be the price. We do not negotiate for the sake of it (although we are always very supportive of legal aid firms).

I can see the senior partner's point in this case because he is calling a recruitment consultant with the intention of offering them a long-lasting relationship in return for a reduced fee, but the reality of specialist legal recruitment is very often smaller sized clients (and most of ours are) will only use us once over a period of time. It is therefore it is unlikely that any reduction in our fee in most cases will benefit us in return for a higher number of vacancies. Particularly at the moment when we have plenty of vacancies in all areas of law but no candidates to fill them because of the effects of the pandemic.

Are Recruiters Like Estate Agents?

I suppose an analogy is where you look to sell a house through an estate agent. If there are 30 estate agents all offering exactly the same service without any difference at all and all with the same access to potential purchasers, then there would be no logic in going for the most expensive estate agent.

The estate agents on the market will be prepared to haggle on their fees because they are desperate or keen to get the business if they can see a benefit of selling the house. However this is rarely the case and there is of course a substantial difference between different estate agents. The estate agents with a national presence and a well established database and strong reputation will be able to command more of a fee than an estate agent just started out.

The same applies in the recruitment world – there are plenty of recruitment agencies out there, most of whom have access to various job boards, but most of whom do not have their own databases of candidates stretching back many years. Of course there are the well established agencies but there are also lots of smaller ones who do not have the established database & reputation and are simply taking vacancies and posting them across job boards to see if they can attract any new applicants.

Database Access

We provide a specific service with access to our database of over 12,000 solicitors who have registered with us over the last 20 years. Whilst we also have access to job boards, including the Law Society Gazette and Reed, we don't make most of our placements from this. The vast majority of our placements come from our candidate database from lawyers who have been registered with us for a number of years, as well as new candidates finding our websites and registering with us, or looking at specific jobs on our website. The same will apply to those of our competitors who have been around for quite a long time as well.

Bear this in mind when discussing fees with agencies – very often a discussion about fees is probably not the best way to start your relationship with a recruitment consultant, but instead to simply ask them to send you CVs. You may find that the agency who want to offer you a 'too good to be true' deal of 10% fees or similar will be more than happy to do so because they know the chance of actually finding a candidate using their limited database is going to be extremely low.. See what the recruitment agents have for you before you rule any out in terms of price – it doesn't necessarily mean that a low fee charging recruitment agency is going to do a better job for you than a higher paid one.

Interview Question 47 – Do you work well with others, or are you a loner?

Advice

This is a very loaded question and one that almost implies that anyone who does not work as part of a team is a complete weirdo!

The use of the term “loner” almost gives the game away that this interviewer wants you to be able to work well as part of a team and if you do not there is something clearly wrong with you. The answer therefore needs to be straight to the point and positive. Try to avoid the part about the loner completely as this a negative and any response you give will either be considered to be defensive or questioning the interviewer, neither of which you want to do.

Try to keep this answer as short as possible as well to move onto other more useful questions where you can get over your worth to any company and away from this one, which is almost a challenge.

Try to give evidence of your team work ability in any shape or form to make the point that you are someone who works well as part of a team.

Examples of Answers

“Yes I work very well as part of a team. You can see from my time at Jones & Jones that I was a member of a team of six, reporting at board level and directly supervising two others. At the same time I was part of a team making daily decisions and for that role I needed to be able to communicate and liaise with people at all levels in the company.”

Or:

“Yes. I work well as part of a team. During my time at college I was a member of the Women’s Rugby Team and spent a considerable amount of time playing in the university league as one of a team of 15. We managed to reach the regional finals and spent considerable time together as we took the whole thing very seriously and achieved successes against teams much stronger than our own.”

[Sell an Accountancy Firm](#)

[Join our Freelance Accountant Directory - no charge](#)

[Freelance Accountant Directory](#) - our online platform for accountants and bookkeepers in commerce and practice. 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.jonathanfagan.co.uk/>

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.

[Request a Full Quotation for Unlimited Recruitment](#)

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: jbfagan@tenpercentgroup.com

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.

©2021 TP Recruitment Limited | Ty Brith, Llandegla Road, Llanarmon-yn-Ial, Mold CH7 4QX

[Web Version](#)

[Preferences](#)

[Forward](#)

[Unsubscribe](#)

Powered by **Mad Mimi**®
A GoDaddy® company