

The convergence of advisors and accountants

Matthew Prouse, Xero



Chartered Accountants Business in Focus

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Welcome to this February 2014 edition.

Well, the holiday's over. We're into February and that means getting down to business again in a serious way. We may have our own private hopes and fears for how things will turn out this year, but how do they fit into the bigger picture so far as the economy and investment are concerned?

Resident economist Professor Neville Norman kicks the discussion off this month with an up-to-date appraisal of his forecasts for the year, and Elio D'Amato of Lincoln Stock Doctor will assess investment prospects and point to some stocks that will be well worth watching.

Recent changes in the market between accountants and financial advisors have seen a steady shift towards the convergence of the two professions, and Matthew Prouse, from accounting software firm Xero, tells us what's behind this integration.

Also on this program, author and consultant James Evangelidis tells us what clients really want from their accountants and advisors, and shares with us his unique insights into the dynamics of the client/adviser relationship.

Ever wondered if your business is entitled to a Government grant? Adrian Spencer of Grant Ready tells us there's a whopping 50 billion dollars' of government money up for grabs every year. He'll tell us how to find out what's available and how your business might qualify.

And communications expert Rachel Killeen returns this month to highlight some of the ways we can use digital communications more effectively to attract and retain clients and improve our interaction with them.

I hope you enjoy the mix of stories this month.

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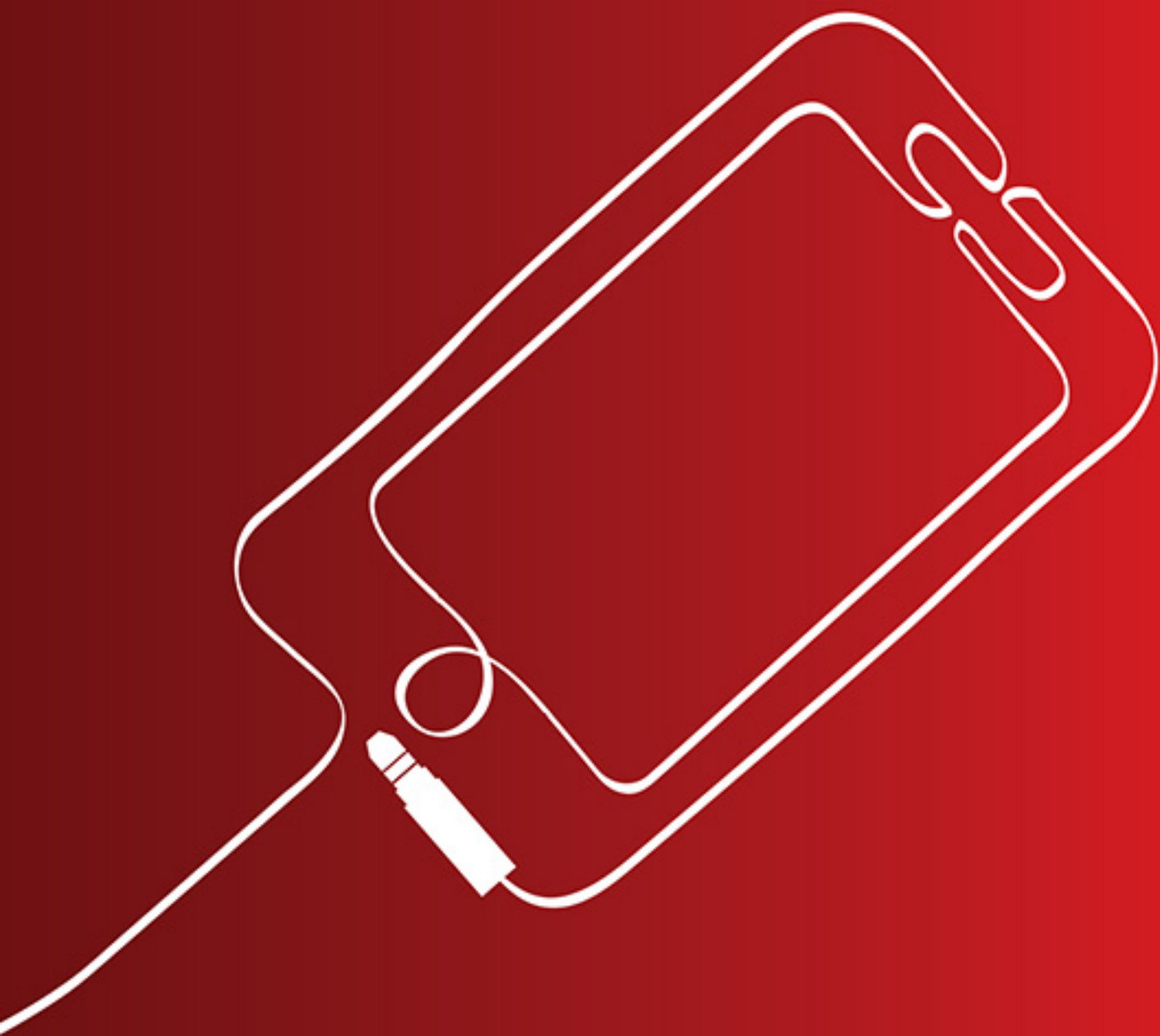
SHAREMARKET UPDATE

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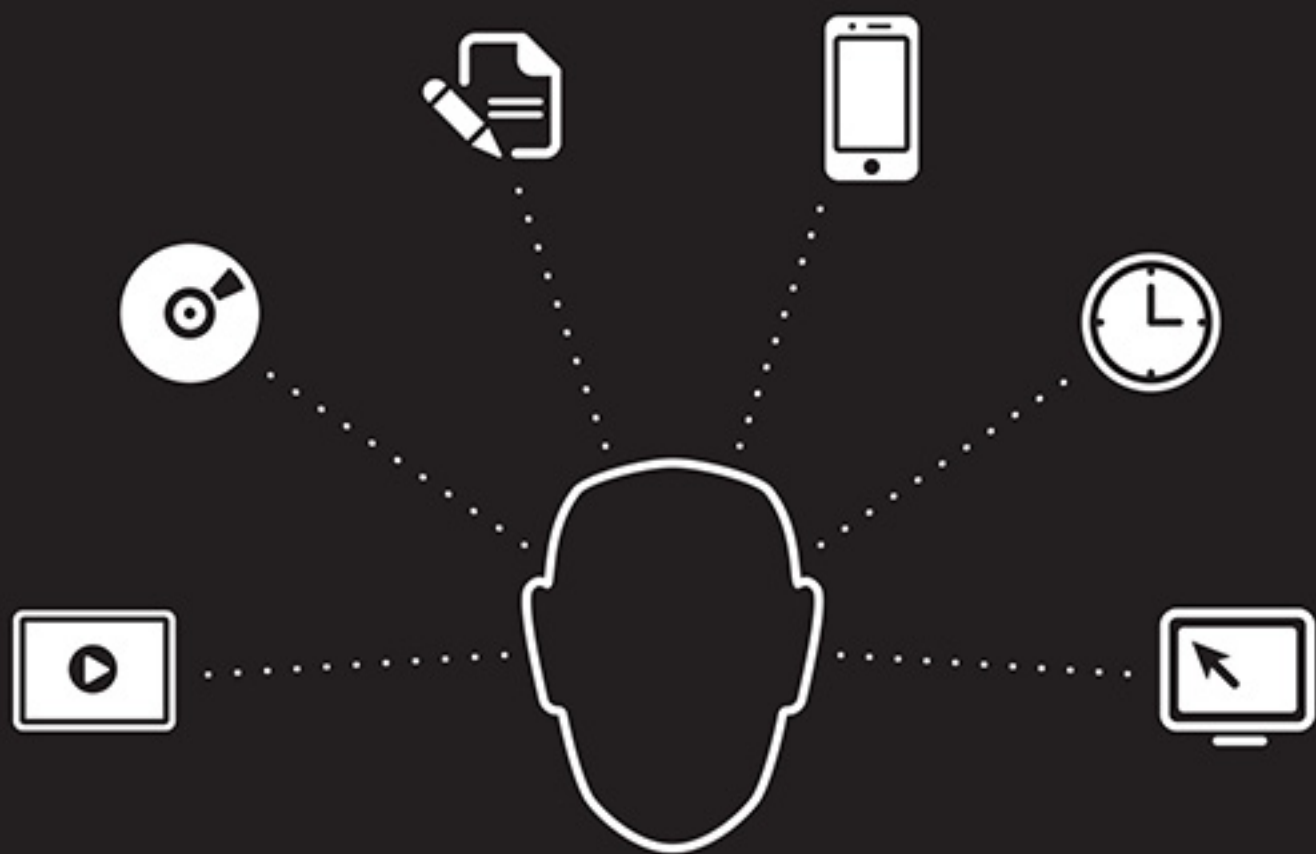
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