

CASE STUDY:

CHRISTIANS OF MARKET HARBOROUGH



Elsby & Co are “first rate and there when you need them”

David Wheway, owner

Based in the Leicestershire town of Market Harborough, Christians (www.christians-shoes.co.uk) is a popular family-run shoe shop. With around 12 part-time and full-time staff, the shop is well established and has a good reputation in the area for selling quality shoes for all ages.

Owner David Wheway took over the business from the prior owners Stratfords, in 1999. Previously dairy farmers, the Wheway family were used to running a business, but the shoe shop was both a new venture and a very different direction.

However, with a full fitting service and emphasis on stocking high quality footwear, Christians has prospered. Having generated year on year growth in the business, the shop expanded to its current premises on Abbey Street in the town in 2009.

A seamless transition

Christians have now been clients of Elsby & Co for six years, having previously worked with Northamptonshire accountant Peter Randall (RNV), who merged with Elsby & Co in 2007. Following the merger, David Wheway was happy to transfer his business to Elsby & Co, who worked hard to ensure that the transition process was seamless.

David has clear ideas about what he wants in an accountant. “I think it is important to feel comfortable with

your accountant, as well as having confidence in their services – they need to be approachable,” he comments.

“The staff at Elsby & Co emanate positivity and optimism, combined with a real sense of pragmatism and understanding.”

“We were very well looked after when buying our current property and moving our business. There were many complex factors to take into account, such as setting up the property acquisition in relation to the retail business, and we were well guided throughout the whole process. Furthermore, when the move triggered a tax inspection, Elsby & Co oversaw the enquiry and supported us through it.”

Communicative and informative

Based on his experience with other accountants, David believes that Elsby & Co are much more personable and that they “always do what they say they are going to do. They keep in touch with regular email newsletters which are informative with a sense of humour sprinkled in!” he adds. “They aim to make their newsletters of practical use and it’s surprising the amount of helpful information that I am able to pick up from them in a relatively quick read.”



David Wheway, owner of Christians Shoes

David would be happy to recommend the services of Elsby & Co to others. He concludes by saying:

“In all the years that I have used Elsby & Co I have never had a complaint and I consider their fees to be very reasonable, offering value for money. I always feel I am in safe hands and that they are well and truly on our side.”

For a no obligation meeting please call Carl Elsby on 01604 678 470 to find out why Elsby & Co describe themselves as accountants who are refreshingly different...



Elsby & Co are chartered accountants serving Northamptonshire and Leicestershire. The company offers a range of services including tax planning, financial strategies and business development as well as retirement and succession planning, profit enhancement and business start-up services.