Ascent

Business Advisory Ltd

Advisory • Accounting • Fractional FD

Finance support for ambitious SMEs.

A DIFFERENT KIND OF RELATIONSHIP

Your business deserves more than an accountant.

We blend reliable financial controls with forward-looking advice and the personal attention growing businesses need.

BEYOND THE YEAR-END

We do more than prepare historical accounts. We help you understand performance and make better decisions throughout the year.

BEYOND AUTOMATION

We use technology for efficiency, but important conclusions remain grounded in evidence, due diligence and professional judgement.

BEYOND THE BIG-FIRM MODEL

A named adviser, direct conversations and advice tailored to your priorities - not a one-size-fits-all process.

THE ASCENT CLIENT PROMISE

We know your business. We look forward, not just backwards. We stand behind our work. We turn insight into action. We make our value visible.

SIGNATURE METHODOLOGY

The Ascent Solution Framework™

A practical journey from strong financial foundations to a more profitable, resilient and valuable business.



1. **Financial Foundations**
   Accurate, compliant and reliable financial information.
2. **Operate & Improve**
   Stronger systems, cashflow and profitability.
3. **Strategy & Plan**
   Design a personalised action plan with clear targets.
4. **Grow & Scale**
   Sustainable expansion, funding and long-term value.
5. **Fulfil & Exit**
   Achieve your business and personal ambitions.

The framework is tailored to each client: we identify the priority challenges and build the right route forward, rather than forcing every business through fixed stages.

EXCLUSIVE CLIENT BENEFITS

The Ascent Advantage™

Four signature tools and standards designed to turn accountancy into an active, measurable partnership.

01

BUSINESS HEALTH INDEX™

Understand where you stand. An evidence-led review of financial health, risks and growth readiness, with progress assessed over time.

02

OPPORTUNITY RADAR™

Find value hidden in the numbers. Proactive reviews of potential savings, margins, cash improvements and commercial opportunities.

03

VALUE LEDGER™

Make our contribution visible. A transparent record of validated improvements and implemented benefits, distinct from estimated opportunities.

04

ASSURANCE STANDARD™

Technology with professional oversight. Checks, reconciliations, evidence and risk-based review behind material reports and advice.

Additional support through selected packages: 90-Day Action Plans™, Business Cockpit™ dashboards, Ascent Direct™ access and FutureReady™ strategic reviews.

Benefits and reporting frequency depend on the agreed package and scope of engagement.

THE PARTNERSHIP CYCLE

A relationship built on progress.

Advice should not end with a meeting. Our six-step approach connects insight to implementation, measurement and continuous improvement.

01 DISCOVER

Understand your business, priorities and ambitions.

02 ASSESS

Review financial performance, risks and opportunities.

03 PLAN

Design a personalised action plan with clear targets.

04 DELIVER

Implement agreed solutions and monitor progress.

05 REVIEW

Measure results, challenge assumptions and refine the plan.

06 GROW

Build on progress and move to the next stage.

Our promise: a named adviser, clear actions, proportionate quality checks and forward-looking discussions - delivered with the personal attention a growing business deserves.

TAILORED SOLUTIONS

Support that grows with your business.

Choose the right starting point. Services, deliverables and review frequency are tailored to your engagement.

FOUNDATIONAL COMPLIANCE

Get the essentials right.

- Bookkeeping and reconciliations
- VAT and relevant tax compliance
- Payroll and year-end accounts
- Reliable records and deadlines
- Named adviser and agreed support

GROWTH ADVISORY

Turn information into decisions.

- Management reporting and KPIs
- Cashflow forecasts and budgets
- Business Health Index review
- 90-day prioritised actions
- Opportunity reviews and progress meetings

FRACTIONAL FD & ADVISORY

Senior insight without a full-time FD.

- Finance leadership and board reporting
- Scenario and investment appraisal
- Funding and commercial strategy
- Profitability and performance improvement
- Strategic reviews and long-term planning

Services are subject to engagement terms, professional permissions and any required specialist arrangements. We do not provide regulated investment advice.

THE ASCENT DIFFERENCE

Senior expertise. Personal commitment.

Your financial partner should understand both the numbers and the decisions behind them.

18+ YEARS

Hands-on finance experience across operational finance, senior financial leadership, forecasting, board reporting and commercial improvement.

COMMERCIAL, NOT JUST TECHNICAL

A practical focus on cash, margins, funding, cost control and the decisions that affect business value.

ONE ACCOUNTABLE RELATIONSHIP

Direct access to an experienced finance professional, with work scoped sensibly and specialist support where appropriate.

TECHNOLOGY WITH DISCIPLINE

Modern systems accelerate useful work, while important figures and conclusions still receive professional scrutiny.

VALUE YOU CAN SEE

We agree objectives, document actions and make it easier to understand what has improved through the engagement.

Built for ambitious UK SMEs - particularly owner-managed businesses seeking dependable compliance, clearer financial visibility and practical support as they grow.

ASCENT

BUSINESS ADVISORY LTD

Ready to take your business to the next level?

Start with a conversation about your ambitions, your financial challenges and the opportunities worth exploring.

YOUR NEXT STEP

Book an introductory conversation or ask about our Business Health Check.

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MORE THAN ACCOUNTING. A PARTNER IN YOUR ASCENT.

Ascent Business Advisory Ltd | UK business advisory and accounting services

Services and outcomes depend on eligibility, engagement terms and agreed scope. Framework names are proposed branding concepts, subject to verification.