

Burgess Hodgson

THERE can be no doubt that, if success is measured by client satisfaction, then Burgess Hodgson would be top of the list.

One of the leading firms of chartered accountants in the South East, the company, which has been established in Canterbury for nearly 30 years, has a strong reputation for saving clients' money.

But, while its customers are in no question as to the quality of the company's services, partners at Burgess Hodgson felt it was time to spread the message wider – and louder.

"We knew that, when it came to recommendations, we would be near the top of the list," explains partner Ken Jones. "But we wanted to make sure that the Burgess Hodgson name stood out among the competition."

This year has seen a number of changes, the result of a dynamic new marketing push which the firm hopes will see it become the first choice for forward thinking business advice in Kent and beyond.

The first step to raise the company's profile has been to dispense with the old red Burgess Hodgson logo and replace it with a brand new identity.

The new logo is more modern and contem-

porary, and an identity that says the company is a serious competitor in what is a challenging market place.

The company has also unveiled a new website (www.burgesshodgson.co.uk) which provides a detailed range of the company's services, as well as providing a more human

look into the faces behind Burgess Hodgson.

The launch coincided with the new Burgess Hodgson 'Bulletin', a lively quarterly newsletter that provides a valuable insight into a range of tax planning and financial issues.

It's a very clear message from the Kent

company with London links: it's serious about what it does, and wants others to know about it.

Burgess Hodgson's experienced professionals have a strong reputation for providing quality technical advice and the ability to implement practical financial solutions as flexibly as our clients demand.

Building relationships has always been at the heart of its business. "We understand that business success is measured by the strength of our relationships with clients," says senior partner Steve Sutton. "Our partners' technical skills, professionalism and business acumen is complemented by the commitment of our staff to provide our customers with the best service possible."

Contact: 01227 454627 or email: info@burgess-hodgson.co.uk.

New look Burgess Hodgson rises to the challenge



The partners: client relationships are at the heart of the Burgess Hodgson business



The Canterbury head office of Burgess Hodgson