

Cashflow Manager Accountants' Inner Circle



As an accountant in public practice, it is vital for your sanity and profitability that your clients use the right bookkeeping solution for their business.

The Cashflow Manager Core Philosophy

1. There is a difference between bookkeeping and accounting, and that **most small business owners should not try to be accountants**. Rather they should keep records that help them with the day to day running of their business and make it easy for their accountants to effectively complete their compliance work.
2. **Accountants are the best people to advise clients** on the bookkeeping or accounting solutions to use because they understand their clients' needs and level of accounting expertise.
3. Accountants who have their clients' best interests at heart **will** advise them when there is a better solution for their needs.
4. After more than 21 years experience helping small business, Cashflow Manager is still the **best solution** for your small business clients who know nothing about accounting.

Essential tools and resources that help you work more effectively with your clients and build your profitability

With thousands of UK businesses having been provided with Cashflow Manager software products **by their accountants**, becoming a Cashflow Manager Accountants Inner Circle Member is a must for any accountant in public practice and provides many benefits including:

- The complete range of Cashflow Manager software programs that is always kept up to date so you can process your own and your clients' work quickly and efficiently.
- Access to all your Cashflow Manager Cloud client's records from a single sign-on portal.
- Exclusive Accountants Only Documentation, Training, Technical Support and Communications to maximise your practice efficiency and make you the expert no matter how comfortable you are with computers or the programs.
- Reseller rights so you can purchase Cashflow Manager products at special Inner Circle member prices for resale to your clients.

Become an Inner Circle Member Today

More information about the features and benefits of Inner Circle Membership is included over the page. To become a member please complete and return the application form with the necessary documents today.

If you would like more information about the Inner Circle Membership, please call 0345 1300 611.

We look forward to working with you in the very near future.

A handwritten signature in blue ink that reads 'Wayne Burgan'.

Wayne Burgan
CEO, Cashflow Manager (UK) Ltd

Membership Eligibility

You are eligible to become a member of the Cashflow Manager Accountants Inner Circle if you are an accounting firm in the UK that complies with the professional bodies' public practice requirements and agree with the Cashflow Manager Core Philosophy.

Here are some of the benefits to your practice of adopting the Cashflow Manager Inner Circle program.

- **Access to all your Cashflow Manager Cloud clients' records** from a single sign-on portal
- **An Inner Circle Member's CD** containing not-for-resale versions of Cashflow Manager and Cashflow Manager GOLD, an electronic version of the Cashflow Manager Documentation Library and other electronic resources that become available from time to time.
- **The Cashflow Manager Documentation Library.** New members receive manuals and other documentation along with electronic updates to the documentation library as new software is released or changes are made.
- **Software Maintenance.** Your Cashflow Manager software programs are always upgraded to the latest version and you will generally receive upgrades before your clients.
- **Priority Telephone Support.** Direct access to the Support Team for any member of your team to ensure your questions (if any) are answered quickly.
- **Regular Communication.** You will receive email and printed communication exclusively for the members of the Cashflow Manager Inner Circle containing valuable technical, product and services tips and techniques to keep you and your clients up-to-date.
- **Reseller Status.** You automatically qualify as a Cashflow Manager reseller once your application has been approved so you can purchase Cashflow Manager record-keeping solutions at wholesale prices.
- **Affiliate Status.** You can also refer Cashflow Manager Cloud and Cashflow Manager software programs to your clients and others from your website and receive a wholesale margin from the sale.
- **A Multi-user License** that allows you to install Cashflow Manager on all your office computers.
- **Other Tools and Services.** For example, Cashflow Manager frequently conducts webinars and other events aimed at helping you maximise the success of your practice.



All this, and more, for just £120 (inc VAT) Joining Fee including 1 full year membership, and then £96 per year, although when you 'purchase' just 3 programs in a year, the following year's membership is FREE!

Your investment to become a Cashflow Manager Inner Circle member is only £100 (+ VAT) and includes 12 months' membership.

The annual membership fee each year is just £80 (+ VAT).

The annual membership fee is waived if you 'purchase' just 3 or more Cashflow Manager software programs during the previous year. Referrals to Cashflow Manager Cloud that result in sales also count towards the 3 'purchases'.

Become an Inner Circle Member Today

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Membership Fees are current at 26th October 2015 and are subject to change without notice.

'Purchases' means purchases by the firm for resale to clients, and purchases directly from Cashflow Manager (UK) Ltd through your Cashflow Manager affiliate links, Cashflow Manager Referral Order Forms or where the purchaser lists your firm in the 'Where did you hear about us?' field in the shopping cart on the Cashflow Manager website.

'Cashflow Manager software programs' means new Cashflow Manager, Cashflow Manager GOLD programs or new 'Cashflow Manager Cloud' subscriptions.

Cashflow Manager (UK) Ltd

Suite 10, Courtyard Offices,
Braxted Park Road, Great Braxted,
WITHAM, Essex, CM8 3GA

Phone 0345 1300 611

Email admin@cashflowmanager.co.uk





Cashflow Manager Cloud launches in the UK in late 2015. Now, small businesses in the UK will have access to the simplest bookkeeping solution in the cloud.

Cashflow Manager Cloud is an internet-based bookkeeping solution, meaning that small business owners can now do their books anywhere they have an internet connection, and connect their books to your practice in real time without the need to swap files. Cashflow Manager Cloud also eliminates the need to do regular backups.

What's more, as an Inner Circle member you can have your own free Cashflow Manager Cloud account, which enables you to access all your clients' Cloud accounts through a single sign-on portal.

Cashflow Manager Cloud is the latest addition to the Cashflow Manager stable of products and is not a replacement for our existing desktop solution. It is an all-new bookkeeping suite designed to enhance our range of offerings, so that our valued Inner Circle are able to recommend to clients the solution that best suits the clients' business model.

We know that many Cashflow Manager users are perfectly happy working with their existing PC based Cashflow Manager and we will continue to support and improve our PC products. Similarly, we know that many Cashflow Manager users are interested in embracing new technologies. Whatever their preference, we have them covered.

Here are some of the benefits of using Cashflow Manager Cloud:

- Access from anywhere
- Easy to use
- Modelled on Cashflow Manager's PC software
- Works on a PC or Mac
- Unlimited transactions
- Unlimited invoices
- Everything on the screen at a glance
- Hosted by Amazon
- Private and secure
- No backups required
- Inner Circle accountants have a single sign-on portal to all their Cloud client accounts.

And don't forget every time you refer a client to the Cloud and they enter your ID when subscribing, your practice will receive a wholesale margin on the fees collected, plus the sale will credit to your Inner Circle membership.

To learn more about 'Cashflow Manager Cloud', visit our Cloud website at:

www.cashflowmanagercloud.co.uk

Accountants' Inner Circle Application Form

I am an accountant in practice and I wish to apply for membership of the Cashflow Manager Accountants Inner Circle. I agree with the Cashflow Manager Philosophy and will recommend Cashflow Manager to clients for whom it is suitable. I understand and agree with the enclosed Membership terms and conditions and the Reseller conditions.

1. Your Details

Practice Name: _____

First Name: _____ Last Name: _____

Phone: _____ Fax: _____

Office Address: _____

County Pcode

Postal Address: _____

County Pcode

Email: _____

2. Your Accounting Association Memberships

- ☐ Institute of Chartered Accountants ☐ ACCA
- ☐ SPA ☐ Other _____

3. Your Current Cashflow Manager software

- ☐ I do not have any existing Cashflow Manager software licenses
- ☐ I have an existing Cashflow Manager software license to transfer to my Inner Circle membership

Cashflow Manager Registration Number(s): _____

*Important - your existing software license will be converted into your Cashflow Manager Inner Circle Membership. See Membership Terms and Conditions for full details. In the event that you have multiple serial numbers we will contact you to determine your primary registration number to be converted.

4. Your Payment Details

- ☐ I have enclosed a cheque (payable to Cashflow Manager (UK) Ltd) for £120 (including VAT).

or

- ☐ Please charge £120 to my: ☐ Visa ☐ MasterCard

Credit Card Number: _____ Expiry : ____/____

Security Code (last 3 digits on security strip on reverse side of card): _____

Cardholder's Name: _____

Signature: _____ Date: _____

5. Your Documentation

I have enclosed a copy of my: ☐ Firm letterhead AND/OR ☐ Current Public Practice Certificate

Signature: _____ Date: _____

6. Return this application form to Cashflow Manager (UK) Ltd

Fax the completed application form with the required documents to **0845 1300722** or mail to: **Cashflow Manager (UK) Ltd**, Suite 10, Courtyard Offices, Braxted Park Road, Great Braxted, Witham CM8 3GA

Terms and Conditions

Cashflow Manager Inner Circle Membership

1. The Applicant warrants that he or she is currently an accountant in public practice in the UK and authorises Cashflow Manager (UK) Ltd to make such enquiries as it considers necessary to verify details of their practice. Cashflow Manager (UK) Ltd reserves the right to reject any application if the membership criteria have not been satisfied.
2. The Applicant acknowledges that their joining fee provides them with membership for 12 months following their date of application.
3. The Applicant acknowledges that there is an annual membership fee which may be waived for firms who have complied with the Terms and Conditions and have 'purchased' a minimum number of software programs (currently 3) during the previous membership period.
4. Members who have not had their annual membership fee waived can renew their membership by payment of the Annual Membership Fee (currently £96 inc VAT). In the event that the Annual Membership Fee is not paid within 30 days of the Expiry Date, membership may be terminated and any subsequent request for reinstatement of membership (and joining fee) will be at the discretion of Cashflow Manager (UK) Ltd.
5. The Applicant acknowledges that the Inner Circle membership applies to a single office and that multiple offices of the same firm will require their own membership.
6. The Applicant understands and accepts that the license to use the Cashflow Manager Office Copy Software is granted to them as a benefit of their membership and the software may only be installed on computers at the place of business registered by the member.
7. The Applicant understands and accepts that the Cashflow Manager Office Copy Software is a "Not for Retail Sale" product and may not be transferred or assigned or given to any other party. In the event of the termination of their membership all copies of the product must be deleted and all CDs immediately returned to Cashflow Manager (UK) Ltd unless Cashflow Manager (UK) Ltd agrees in writing for the software to be used in alternative circumstances.
8. The Applicant agrees that when upgrades of the Cashflow Manager Software are provided, the license in respect of the prior product shall immediately lapse and the original software shall be destroyed unless otherwise agreed to in writing by Cashflow Manager.
9. The Applicant agrees to use their best endeavours and to take all reasonable steps to safeguard the Cashflow Manager Software to ensure that there is no unauthorised copying or distribution of the software.
10. In the event of the breach of any of these conditions by the Applicant, Cashflow Manager (UK) Ltd may at its option, and in the manner that it shall determine, restrict or terminate the Applicant's membership and revoke any privileges associated with that membership.
11. The applicant acknowledges that termination of an Inner Circle membership will automatically terminate the applicant's access to the Cashflow Manager Cloud application that was provided as part of said membership and that access to client records via the single sign-on portal will be unavailable.
12. In the event that the original Cashflow Manager software license is converted into an Inner Circle membership, the original license cannot be used or sold during the term of the membership. In the event that the membership lapses or is cancelled, the applicant may request for the original license to be reinstated.
13. Cashflow Manager (UK) Ltd reserves the right to make changes to the features, benefits, prices, terms and conditions of the Accountants Inner Circle Program.

Reseller Terms and Conditions

1. **General:** These terms and conditions shall apply to the exclusion of all others including any terms and conditions of the Reseller (whether on the Reseller's order form or otherwise). Reseller acknowledges that these terms and conditions embody the whole agreement between the parties and agrees to be bound by them.
2. **Supply of Products:** Cashflow Manager supplies all products other than Not for Resale software on a "Sales or Exchange" basis. Any Returns that do not fall under the following conditions may be rejected or incur a re-stocking fee.
3. **New Versions:** Cashflow Manager protects Resellers from version changes by updating stock held to the latest version free of charge. Version rotation must be initiated via a request for a return Authority within 30 days of the release of the new version or a restocking fee may apply.
4. **Money Back Guarantee:** Cashflow Manager provides a 90 day Money Back Guarantee on new software products. If the customer or client wishes to return the product they must return the full product to the place of purchase within the stated Money Back Guarantee period. The following process should be followed:
 - (a) Refund the customer or client and return the entire product as stated under Clause 5 below.
 - (b) Cashflow Manager will replace the product with fresh stock.
5. **Procedure for returning products – Old Versions and Money Back Guarantee returns**
 - (a) Ensure that the complete product is included.
 - (b) Return the goods by your preferred carrier. Cashflow Manager does not accept freight charges.
 - (c) Cashflow Manager will send a replacement package of the same type at Cashflow Manager's cost.
 - (d) Products returned for reasons other than the above may be charged a restocking fee.
6. **Payment**

The Reseller shall make Payment to Cashflow Manager for all products supplied and services rendered within Cashflow Manager's terms and acknowledges that these terms include the right to cancel further credit if applicable and to take legal action for the recovery of all sums outstanding. Should payment remain outstanding beyond Cashflow Manager payment terms, the Reseller is liable for all costs including legal costs and mercantile agent fees incurred by Cashflow Manager in recovering the amount outstanding.
7. **Not For Resale (NFR)**

NFR copies of Cashflow Manager products are not for resale copies for your own in-house use only. When you purchase a NFR copy it is registered to you. We will not supply the customer code required to use Cashflow Manager to anyone other than the registered owner and Resellers who on-sell NFR products will be liable to prosecution.