

The
VGA
Way.





Welcome to VGA.

VGA is a contemporary New Zealand accountancy practice.

Our number one priority for our clients is helping them and their businesses succeed. We believe in and foster relationships that are based on mutual trust, and are always looking to create value far beyond the next tax return.

That's why some of our clients have been with us for over 25 years.

The VGA Way is a signpost pointing to the values and ideas that matter to us most as people and as a business.

If you find yourself nodding or just saying "Yes" when you're reading it, then pick up the phone and give us a call.

Many thanks for your time.

Virginia Gomes
CEO.

1. Trust is the essence of partnership.

As your accountants, the most valuable asset we will ever deal with in our business together is the trust between us. Carefully built over time, this hugely powerful and unique asset allows us both to do our best work, to make the whole greater than the sum of its parts, and to help get you and your business achieving your financial goals. An accountancy relationship without trust is an invoice left unpaid. In our business of accruals, receivables, debits and expenses, at VGA the bottom line should always be trust. Trust is the only line item on the balance sheet that can't be quantified - but its addition changes a relationship, to a partnership.



2. We're here for a good time and a long time.

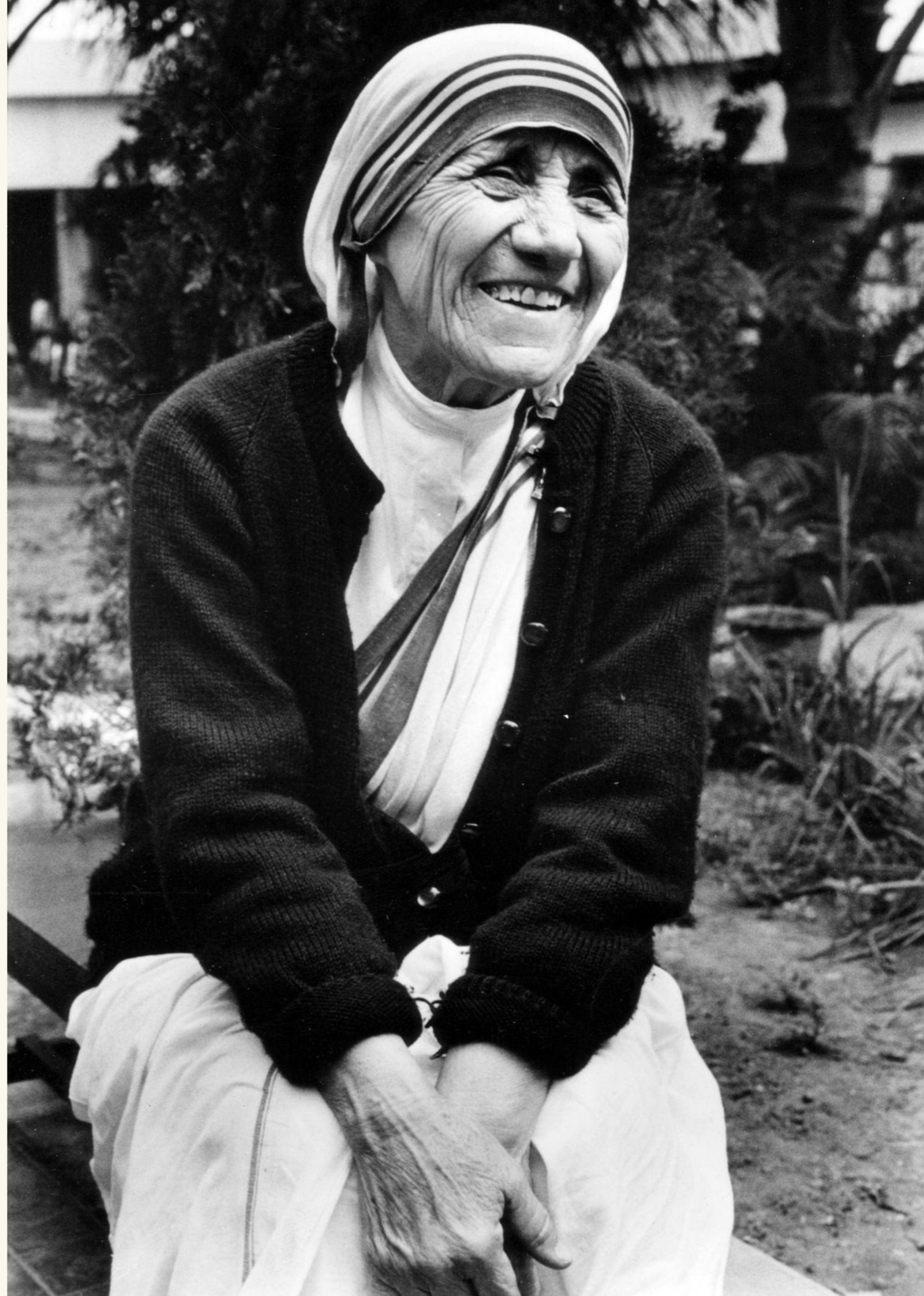
Partnerships built on trust grow roots that run deep. Some of our clients have been with us for over 25 years. In today's lightening-fast environment, where relationships can be made and finished on the simple swipe of a finger, commitment can sometimes feel like a quaint, old fashioned idea. Not here at VGA. To us, commitment is an idea that's evergreen. It grows out of a ground fertilised by trust, honesty, performance, and sheer bloody hard work. At VGA, we understand the best partnerships flower over time. We know there are probably a lot of accountants who want your business. But at VGA, we're also making the promise to keep it. Because to us, holding onto your business and growing it together, is exactly what a good time looks like.



3.

Good faith makes great work.

The idea of good faith is as old as business itself. At VGA, it's one of a handful of cherished principles we use to guide us across the minefield of modern business. We like to use good faith as our starting point in any relationship. We take it to the Bank of You and use it to build emotional capital. It's our currency of choice in dealing with debtors, creditors, the IRD, and each other. Good faith is the moral cornerstone on which our business is built. "The way to a good reputation," Socrates said, "is to endeavour to be what you desire to appear." Good faith, plain dealing, and straight talk are all on the permanent staff at VGA. If you think the same way, chances are we'll be great together.



4. Bad news is good news.

Sounds counterintuitive, doesn't it? But the fact is, in our world of numbers, knowing what's really happening in a business is empowering. You owe an unexpected debt to the IRD? Yes, you're going to hear it from us. You didn't accurately account for the cost of capital? You're going to hear that from us, too. We know it might sound like bad news. What makes it good news is knowing where you stand, means we're empowered to help you fix it. That will be us on the phone to the IRD negotiating the best deal possible. That will be us working to help you restructure, so you can hold onto all your people (and all of your valuable goodwill). At V&A, we're always working to make bad news, good. Because we're partners. Remember?



5. Performance talks, bullshit walks.

Some things may be taken for granted in business, but from time to time they're still worth talking about. Such as, at VGA we believe in the idea of extreme ownership. That's why we never miss critical deadlines, rarely make mistakes, and never fail to own them when we do. Retail legend LV Martin said, "It's the putting right that counts." We think it's one of the greatest lines ever written in marketing. Don't you? At VGA, our clients don't hear excuses. They hear service. We're accountants who believe in accountability (anything less is for other firms).



6. We love to see you succeed.

Business guru Simon Sinek famously challenges businesses to identify their "Why." At VGA, helping you and your business succeed defines our whole reason for being. That's our "why." Our mission is "To be the first choice for business owners who care about their lifetime's work." For us, success means making a valuable contribution to your success. Our legacy is about having made a contribution to yours. There is nothing that makes us personally happier or more professionally satisfied than seeing you and your business fulfil all their potential. Your success? That's why we get out of bed in the morning.



7.

How it all goes wrong.

Have you ever thought about that saying, "For what shall it profit a man, if he shall gain the whole world, and lose his own soul?" As your accounting partner, how you see money, your relationship with money, the beliefs you attach to money - these values will determine your ultimate success. But we've been around the block long enough to know where it all goes wrong: greed is not good, there actually isn't an I in team, a half truth is a whole lie. At VGA, we believe money should be working for you, not the other way around. There's a big difference!



8. There's nothing more personal than business.

We've all heard the saying. "It's not personal, it's just business." The truth is, for VGA, there is little more personal than business. That's why we take our work and its outcomes so seriously. It's why we have the most fun possible while keeping our clothes on. And, it's why we always deliver what we promise. In the end, the way we behave in business is not separable from the way we behave as people. We believe in consideration, conscientious attention to detail, and adding value, and these are the qualities that will underpin everything in our dealings with you - because that's the VGA way.



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