

A close-up photograph of peacock feathers, showing the characteristic 'eyes' with blue, green, and gold patterns. The feathers are layered and create a rich, textured background.

Developing Reputation,  
Visibility & Business <sup>SM</sup>

# Taking Mid-Market Independent Professional Firms to the Next Level

**ALLIOTT**  
GROUP

A Worldwide Alliance of Independent  
Accounting, Law and Consulting Firms



Bob Buckingham,  
Partner,  
Allan Hall Business Advisors,  
Sydney, Australia

*"As our valued clients expand to overseas markets, we can refer them to Alliot Group members throughout the world with the confidence that they will be given the same level of service and attention that they receive from us. Without this opportunity we would risk losing them to the Big 4 networks."*



## Your challenges in a rapidly evolving business market

Many mid-market professional firms achieve success due to their founders' vision and passion and a culture that resonates with clients and staff.

However, achieving the next level of growth can be more difficult. Your firm may be good at what it does, but with neither the necessary depth of resources nor the ability to build and leverage your reputation fully, retaining your best clients and staff and winning ideal new clients will be challenging.

Furthermore, clients' expectations are rising - they look to you for new insights and guidance on what is on the horizon locally and in other markets and how they should plan their future.

Many mid-market firms realise they could be serving many more clients if only they had the required resources, visibility and reputation that would elevate their firm as a viable option for cross border focused businesses.

The resources to expedite firm and client growth are however within the reach of mid-market firms - Allriott Group assists local firms across the world to be better at what they do and to be better known for it within and beyond their local market.







Ken Miles,  
Managing Partner,  
NSBN LLP

*"We no longer wanted to pay higher membership fees to our previous international network to fund quality control and common audit procedures that we didn't need. We are regulated by the AICPA, subject to Peer Review and the California Society of CPAs and are therefore very confident in our own robust technical and service standards."*



## Meeting your needs

Founded in 1979, Alliot Group is an award-winning\* international alliance ('association') of independent professional services firms and has member firms in Africa, Asia Pacific, Europe, Middle East, Latin America and North America.

\* International Professional Services Alliance of the Year (2016) award received from ACQ5 Magazine in July 2016.

Alliot Group aims to provide a high value/lower cost alternative to an international 'network' for progressive professional services firms seeking to remain independent, build reputation and pursue multi-market growth opportunities.

Effective governance is ensured through each member firm owning one share in the group (limited by guarantee) and through the regular rotation of the members of the Worldwide Board and regional advisory committees. This provides a measure of continuity, ensures transparency and facilitates the regular injection of new ideas that maintain the group's relevance in a constantly changing market.

## Who we serve

Alliot Group is one of the few international alliances that has a multidisciplinary membership, with member firms comprising:

- Accounting firms
- Law firms.

We aim to grow organically by appointing an accounting firm and a law firm in every major world city by 2025.

## Focus on the right firms

Only firms with a record of success and a real need for the services and results we deliver will be admitted. To ensure the





worldwide membership is strengthened by each new member appointment, applicant firms must have the following attributes:

- Independent accounting and/or law firm
- Mid-market in their geographic location
- Impeccable levels of client service
- Broad service offering for businesses and individuals
- Growing client base with an increasing proportion of cross border business interests
- Profitable and looking for new growth opportunities
- English and other language capabilities
- Proactive and open mindset and a commitment to getting involved.

### **The importance of mindset**

While a firm's market position is important, shared goals, challenges, opportunities and cultural traits are key to ensuring an alliance environment within which members will thrive.

Typically our members:

- Value independence, but want access to 'big firm' resources
- Are hungry to grow, but need guidance on which steps to take to achieve their goals
- Are excellent at what they do, but are seeking greater market differentiation and visibility
- See a large market for their services, but lack the resources to capitalise
- Want to maximise the value of the firm for the owner managers
- Understand that marketing is critical to growth
- Are open to new practice development and management ideas.

Above all, Allriott Group members share a strong passion for business – improving the way they do it and developing more for their clients and each other.





Colin Farmer,  
Partner,  
Alliotts, London

*"We view Alliot Group training as a valuable, long-term investment in our staff. They return energised, having acquired new technical know-how and having formed peer groups with professionals from around the world. It is difficult to quantify exactly, but the cost of retaining good staff by investing in them through this type of experience certainly pales into insignificance when you consider the cost of recruitment."*



## The advantages of membership

- Being a member of a leading international alliance of professional firms will enhance your firm's reputation and visibility and attract new target clients and employees
- Overcome market perception that your firm is too small to handle multi-market or more complex cross border work
- Retain your most profitable clients and your most talented people
- Extend your services and reach to national, regional and international markets while retaining full independence.

We can offer your firm:

### A great marketing opportunity

There will only ever be one representative accounting and law member in your market. This geographical exclusivity maximises the potential for business development and positions your firm as the clear choice to clients (for both inward and outward investment opportunities) and Alliot Group members.

We invest heavily in the Alliot Group brand and members are encouraged to do the same. As a member, you will benefit from use of our logo and from the exposure generated by a wide ranging business development programme.

The expansion of our worldwide group to include the **Connect** business resource portal is unique among international networks and associations and promotes members directly to businesses and private clients worldwide. The aim of Connect is to become the resource of choice for businesses and individuals needing assistance in multiple markets, whether on a national or an international basis.

Referrals pass freely between alliance members without the need to pay commission fees.



## **Personal connections you can rely on**

We have handpicked leading local firms who will serve your clients with pride and adhere to the service standards set out in the Alliot Group Service Promise. Membership will expand your professional connections exponentially to all four corners of the world.

## **Learning and exchange that will re-energise your firm and your people**

Our Business Advantage Program<sup>®</sup> is a structured networking and training program that provides opportunities for continuing professional development and the formation of the trust and friendship that leads to business. Our tailored programs will appeal to professionals working at all levels of the firm.

Meeting opportunities are offered at the global, regional and local levels, and range from webinars to partner retreats to large scale conferences that offer attendees once in a lifetime experiences in different world cities. Your staff will return to the firm re-energised.

## **Consultancy and benchmarking**

Our consultancy and benchmarking services, provided internally and by respected partners such as The Platt Consulting Group, ensure members can access, share and exchange the latest information, research and thought leadership content in a non-competitive forum, giving them the confidence to move forward on matters related to:

- Firm performance and profitability
- Key industry trends
- Marketing strategy in the digital era
- IT opportunities and risks



# Connected to the World of Business

Expertise in Major Cities Across All World Regions:

📍 Africa 📍 Americas 📍 Asia Pacific 📍 EMEA



Hans Christian Galst,  
Partner,  
Svejgaard | Galst | Qwist Advokataktieselskab,  
Copenhagen, Denmark

*"Alliott Group enables its members to provide clients with access to professionals at both law firms and accounting firms when their business crosses borders. It gives member firms an international profile which attracts international clients."*

## Overview of joining process



There is no set timeframe for the joining process – this will be determined by the schedules of both parties and the time required for mutual due diligence.

## Membership fees

On joining the alliance, a one-time joining fee and an annual membership fee become payable. Fees are based on a firm's annual revenues and include a contribution towards one member of the firm attending one of our Business Advantage Programme's regional or international conferences within the calendar year.

### Take the next step: Contact Allriott Group's Executive Office

For more information on membership, please call +44 203 330 0110 or email James Hickey, Allriott Group's Chief Executive Officer: [james@allriottgroup.net](mailto:james@allriottgroup.net)

Alternatively, please visit our website to read further testimonials, case studies and access more detailed information about our services and the benefits of membership: [www.allriottgroup.net](http://www.allriottgroup.net)



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Disclaimer: Alliott Group is a worldwide alliance ("association") of independent accounting, law and consulting firms. Each Alliott Group member firm is a separate legal entity and is not responsible for the services or activities of any other member firm.

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