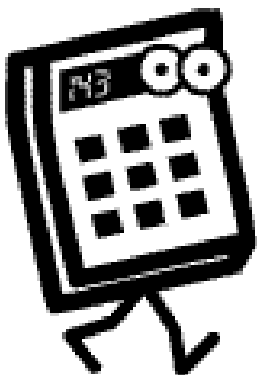


How would you like it? It's your bookkeeping.

A Guide to Boogles™ Services



Boogles Ltd



Bookkeeping For Dentists

The Vision

The vision of Boogles Ltd is to be the number one leading provider of hassle-free bookkeeping services for the dentist's profession in London and the South East region.

Boogles believes in supporting existing dental firms, as well as those who've just started in business. We are an Ambassador for Enterprise UK - the national campaign to give people in the UK confidence, skills and ambition to be enterprising - to have ideas and make them happen.



Why Bookkeeping Is Important

Maintaining the financial records can be a nightmarish experience for many busy dental practices. But we all know that it is important that you are on top of this stuff, or have someone who is!

Bookkeeping is important because:

- You know whether your business is operating at a profit or running at a loss
- If you have to report back to investors or the bank – you'll have accurate figures
- You'll see where you make most of your money
- You'll keep a track of your suppliers and stay on top of your debtors
- You'll be able to make plans for the future
- If you wish to sell your practise – it'll be more attractive to a buyer.

Speaking of Bookkeeping

“I’ll have a fortnightly, on-site, QuickBooks Boogle”

At Boogles you can have your bookkeeping just the way you want. For example, if you would like a weekly off-site bookkeeper who knows your accounts software – just ask. If you’re not sure what to order or you don’t know much about bookkeeping, here’s some terminology to get you started.

Accountant: Helps you to save tax and does your financial end of year accounts & tax returns.

AAT: Association of Accounting Technicians – an accounting body with NVQ qualifications

The logo for the Association of Accounting Technicians (AAT) consists of the lowercase letters 'aat' in a bold, sans-serif font. The letters are black and positioned to the right of the text describing the AAT.

Aged Debtors List: list of customers who owe you money, and what ‘age’ that debt is overdue e.g. 30 days, 60 days etc.,

Audit: Process of verifying your accounting records.

Bad Debt: This is debt a client owes you – which you have no chance of collecting.

Bank Reconciliation: Process of checking what the bank says you have, and comparing it

to what you think you have. It's a fundamental process. And should be done at least monthly.

Boogles: the people to come to for hassle-free bookkeeping.

Bookkeeper: An individual who is meticulous and loves financial details.

Broke: This is where you have no pot... and no window.

Budget: An exercise whereby you estimate how much you intend to spend versus how much you expect to get in. You need to review your ACTUAL ingoing & outgoing periodically against the set budget – to see if you are under/over spending in any areas.

Business: an operation, which is supposed to make money (with or without you)

Calculator: A device that makes maths easier.

Capital: Money that you invest into your business at the outset.

Cash: Is King (or Queen). Conserve it wisely.

Cheque: A piece of paper (on the decrease) but some people still insist on using it. It entitled the bearer to the written sum.

Competitors: The people who want to eat your breakfast for you.

Customers: The people who you serve. And who (hopefully) pay you for your service.



Depreciation: The cost of wear and tear on plant / equipment e.g. cars & computers depreciate – they reduce in value.

Direct Debit: An automatic payment system – which is the Boogles preferred method.

Directors Loan Account: This is where money is lent to the company by its director OR the director can end up lending the company money. Normally it's short term.

Expenses: costs that you incur in the course of doing business. You want to keep these to a minimum.

Fixed Costs: Costs, which are unchangeable. E.g. rent for your office premises is fixed.

Gross Profit: The amount of profit generated before expenses are taken off.

Heavy User: A customer who has a boogle 3 days a week or more.

Inland Revenue: The place where you need to pay taxes to, and keep on the right side of.

ICB: The Institute of Certified Bookkeepers regulates bookkeepers in the field. Boogles corporate number 3202.

Invoice: The document, which you need to send to a customer if you wish to be paid for the work, you've done.

Light User: A customer who has a boogle once a month or less.



Make Your Mark: A government organisation which encourages people to be more enterprising. Boogles is an Ambassador for this campaign.



Maths Game: A game that Boogles created to help primary school children to improve their mental maths.

Medium User: A customer who has a boogle once a week or so.

MyCake: An online bookkeeping software.

MYOB: Bookkeeping software, this works very well with apple mac computers.



Net Profit: The profit you have left once all expenses have been removed from turnover.

Number One: What Boogles is, in the bookkeeping sphere.

Off Site: This is where the bookkeeping process takes place at the Boogles Head Quarters (HQ).

On Site: Your place / your office – is where the bookkeeping will take place.

Overheads: Expenses.

Payroll: A list of people who need to be paid come what may – and definitely before the business owners.

Piggy Bank: An object that is used to store cash.



QuickBooks: A popular software for small business owners.

Sage: A popular software with accountants. It does accounts.

Service: What many businesses provide and profess to be good at, yet (in reality) few actually are.

Social Networking: Further means to communicate aside from the traditional phone, fax, email – you can ‘engage’ with Boogles on various social networking media such as twitter, myspace, bebo, linked in & facebook. Just search for “Boogles” on these sites.



www.myspace.com/booglesLtd



www.twitter.com/booglesLtd

Suppliers: The people who supply you with a service, which helps you to supply a service to your customers.

Tax: A levy that all profitable businesses suffer from.

Training: What your administrator needs, if you’ve roped them into doing the bookkeeping – something that they know very little about.

They need training & guidance. Boogles can provide this. We sell CD's on bookkeeping training via our e-shop: www.boogles.biz

Turnover: The sales income. Cash invoiced for providing a service counts as your turnover.

Variable Costs: Cost which can vary depending on demand. E.g. a pay-as-you-go mobile phone is a variable cost. The more you use it, the more the cost is.

VAT Return: If you are registered for VAT then you need to keep a record of the amount of VAT you charge, and the amount of VAT you incur. The difference is what you either pay to, or receive from the VAT office. A VAT Return should be completed quarterly.

Video: Boogles have a song & video – which is on our Youtube channel:

www.youtube.com/booglesb

Year End: The end of the financial year for most businesses is 31st March – although depending upon when you began, it could be on the last day of any month of the year. Accounts are prepared annually.



Traits of a GREAT bookkeeper

a) Reliable

You have a business to run and a bookkeeper who causes you more work by not turning up when they should just isn't worth the hassle.

b) Visible

You want someone who is contactable – who won't switch off their phone or disappear into the night with your stuff. Our office lines are answered Monday to Friday.

c) Experienced

You want a bookkeeper with the relevant experience... not one who just has all the qualifications, but no practical knowledge.

d) Organised

A clear, tidy desk is a good sign. A bookkeeper should be able to put their hands on any piece of paperwork because they have a system.

e) Software familiarity

Your bookkeeper needs to be comfortable with the software that you use, so that they make the most out of the programme.

f) Professional

You are paying for a service. So look for a letter of engagement and other signs that you're dealing with a professional, and not a cowboy (or cow girl).

Why Boogles?



Aside from understanding dental firms, having very good bookkeepers, a fantastic support network, awards & testimonials... we genuinely want to see our dental clients do well. When you win, we win.



"Boogles are a progressive and exciting company providing Bookkeeping and other finance -related services. PRMS have worked closely with Boogles for a number of years and can attest to their efficiency, professionalism, and excellent service. Don't just take our word for it...join the long list of satisfied customers!"

Clayton Coke – Director, PRMS Ltd

"When we were looking for a bookkeeper we did our due diligence and searched high and low. We looked at about 20, narrowed it down to 6, saw 3, and Boogles was the one! They've been very good at keeping us on the straight and narrow, and have

*been invaluable to enabling our practice to grow
from strength to strength"*

Padi Matseke, Owner of SE1 Dental Centre

What's Your Preference?

How do you want it? It's your dental practice.

You have several choices at Boogles. If you don't have a preference yet, we'll help you find it. We'll also help you with additional (optional) services - useful for medical professionals.

We want to try and keep it as simple and uncomplicated as possible.

There are four main ways to customise your order:

Choose your location.

Your place or our place (Boogles HQ)

Choose a time.

Weekly, Fortnightly, Monthly, Quarterly

Choose your days.

1st Tuesday of the month or every Friday at 1pm.

Choose other modifiers.

Software type: excel, QuickBooks.

Your Location Choices.

We start at the heart of you business – where you want the work to be done.

Our place.

Your place.



On site: This is where we come to you. We work from your premises, and all we ask is that you put an in-tray to one side for us, and put all the “stuff” to do with the bookkeeping into it. And when we come in, we’ll just get on with it.



Off site: This is where you send in your files to us. It suits those with limited office space who just want to outsource the job completely so that they can focus their efforts on delivering the service itself.

Your Time Choices.

Add a time to your preference.

If you like your bookkeeping to be on the dot, try a weekly service on-site. Boogles has many preferences to choose from:

Weekly

Our most popular time, as it gives the solicitor regularity and frequency of contact.

Fortnightly

Once the operation is running smoothly, or if things go quiet this is a good option.

Monthly

When starting out, the practice may have minimal transactions, so a monthly visit is OK.

Quarterly

If the solicitor is keeping their own records, sometimes they like a

bookkeeping professional to glance over it, and prepare the VAT return for them.

Annual

Usually this option is taken when the books are messy, and the accountant is complaining, or an audit needs to be done, and things need to be tidied up. Not recommended, as this is fire-fighting mode, and running a dentists shouldn't have this type of excitement.

Off-site Times

Fortnightly

We run a 15:5 cycle – every 15 days you send in your work, and within 5 working days we return it.

Monthly

Our most popular option. We run on a 30:5 cycle – every 30 days you post it in, and within 5 we return it.

Your Day Choices.

Select your quietest time.

Is there a point in the week or calendar cycle, which is less busy than others? Perhaps a Thursday morning, or a Tuesday afternoon?



In the week:

Monday – start of the week?

Friday – end of the week?

Tuesday, Wednesday, Thursday – mid week?

Weekends:

Saturday or Sunday?

Time of the month:

Start of the month?

Middle of the month?

End of the month?



Hours which are convenient:

School hours e.g. 10 – 3

Office hours e.g. 9 – 5

Early days e.g. 8-12

Afternoons e.g. 1- 6

Fixed times e.g. First & Third

Thursday of the month, 10 – 3 i.e. 10

hours a

month.



Your Other Choices

Putting the final touches on your bookkeeping.

Beyond choosing a location, time and day – there are other important considerations for the delivery of your bookkeeping service.

Manual: we'd urge you to invest in software.

Excel: Some dentists will have their accounts on an excel spreadsheet – we will work with whatever you have.

Quick Books: The Boogles software which we know very well and use all the time. We also have training courses on this software. And as QuickBooks professional advisors, if you buy this software from us, we can get you a discount of the advertised price.



More Fun with Boogles™ the quirky calculator.

Take the Boogles original and apply it to even more stuff.

If you're a fan of Boogles™ the quirky calculator, you've got a few more options to share the experience with friends. Here are some ideas to get you started:

Save some money! Our sister company www.telecomplus.org.uk/boogles helps people to save on their utilities (gas, electric, phone, internet etc.,) A penny saved, is more money in the piggy bank!

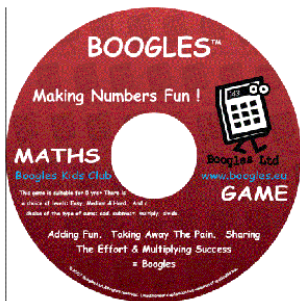
Call Boogles now about switching to The Utility Warehouse on

0800 3800 151



Boogles Maths Game:

Boogles created a maths game to help primary school aged children get better at maths. There are three levels – easy, medium & hard. And a choice of question types – addition, subtractions, multiplication, division. Players try to beat their best score. Our game & books are available in our e-shop at www.boogles.biz



Bookkeeping Made Simple. The Boogles Story. Written by Lisa Newton



Illustrated by Daniel Cartier
Featuring one bookkeeper & two
Business Partners (one was penny-
pinching, and the other spent too much)

Boogles – the book:

The series of business books features Boogles going in to help various business owners with their bookkeeping. They have plenty of pictures, and provide food for thought.

Bookkeeping Made Simple. The Boogles

Story is a simple, easy to read story with steps on how to do the bookkeeping.



Boogles And The Mumpreneur is a story about a business mum who has to juggle several things around running a

business. There are questions at the end of the story, and some action points on how to make your business less stressful.



Boogles And The Self Employed Consultant is a story about a consultant who starts a business in her 50s following redundancy. Despite years in the business (as an employee), there is a lot she has to learn when she's having to run the show for herself. There

are bookkeeping tips at the end.

How To Order

If you're nervous about ordering, don't be.

There's no "right" way to order at Boogles. Just tell us what you want and we'll deliver it for you. We try and deliver the service as quickly and efficiently as possible.

There are five steps to the process.

1. **Contact.** Contact is made with Boogles via email, the phone, fax or social media.
2. **Clarifying.** We have a chat with you so that we know what you are looking for.
3. **Matching.** We have different bookkeepers, so we have to ensure location and availability is appropriate.
4. **Engaging.** We'll send you a letter of engagement with a start date and direct debit form.
5. **Doing.** The most important part.

**How would you
like it?
It's your dental firm.**



Boogles Ltd
Dental Bookkeeping Service
Fitzroy House – 3rd floor
Abbot Street, Dalston
London E8 3DP

Tel: 020 3371 8894
Fax: 08712 449 500
Web: www.booglesltd.com
Email: admin@booglesltd.com

I'D LIKE TO HAVE A:

LOCATION (ON SITE, OFF SITE)

FREQUENCY (ONCE A WEEK, TWICE A MONTH)

DAYS & TIMES (MONDAY, 11AM-4PM)

SOFTWARE (EXCEL, QUICK BOOKS, SAGE)

