

Success Story

Growing smarter: How Sage helped Paul Ford thrive

Sage for Accountants automates admin to give Paul Ford Accountancy more time to focus on clients and growth

“Sage has given me back time to grow my business and focus on my clients.”

Paul Ford

Director, Paul Ford Accountancy



The Challenge

Paul Ford Accountancy needed to streamline time-consuming admin to focus on nurturing client relationships and scaling his business without sacrificing compliance and quality.



The Solution

Sage for Accountants offered an all-in-one platform to automate manual processes, simplify compliance, and boost business efficiency.



The Result

The automation and ease of Sage for Accountants gave Paul time to focus on what matters most: his clients, enabling him to grow the business and build a thriving, community-driven practice.

- Closed an average of one new client per week.
- Reduced admin time significantly.
- Improved compliance and risk mitigation.
- Enabled greater focus on client relationships and business growth.

Sage

Company
Paul Ford Accountancy

Location
United Kingdom

Industry
Accountants and Bookkeeping

Sage Products
Sage for Accountants



About Paul Ford Accountancy

A growing accountancy firm delivering a personal, community-focused service for businesses and sole traders.



Finding the time to grow a business and a community

Paul Ford Accountancy, a small accountancy practice in Swansea, Wales, prides itself on offering more than just traditional accounting services. Paul Ford, Director and currently sole accountant at the practice, set out to deliver a personal, hands-on approach, helping businesses and sole traders not only manage their accounts but also grow their enterprises. Paul's dedication to bucking the trend of monolithic, impersonal accountancy practices has already paid dividends, with his community of clients growing on average by one a week.

To support this vision, Paul has introduced innovative ideas like a community page where clients can network, share services, and offer each other discounts. This page has driven word-of-mouth referrals and nurtured enduring client relationships, finding a niche that Paul is excited to nurture his business within.

However, as the business grew, Paul faced challenges in balancing manual administrative work with his dedication to his client-first ethos. "Before Sage, I was working long evenings and weekends to get through manual tasks. It was taking me away from what mattered most: building relationships with my clients," Paul explains. The need for a single, streamlined platform to manage compliance, VAT, payroll, and client records became clear.

One platform to do the heavy lifting

Sage for Accountants' all-in-one approach stood out as the ideal solution. "I saw other accountants using multiple software systems, logging into four or five tools to manage their practice. I didn't want that. Efficiency is critical when you're running a business alone," Paul says.

For Paul, choosing Sage wasn't just about functionality—it was about finding a solution that aligned with his vision for the business. "I wanted software that fit around my needs, not the other way around. Sage for Accountants allows me to focus on my clients without getting bogged down in admin," he adds. The ability to consolidate tasks like compliance and VAT into one user-friendly platform meant Paul could spend more time building relationships and less time juggling disparate systems.

The support from Sage was another key factor. Paul highlights the role of his account manager in making onboarding seamless: "Mick has been incredible. He's guided me through every step, answered my questions, and been patient and flexible. That kind of support makes a huge difference."

Thanks to Sage tools and support, Paul was able to keep his business running efficiently while he implemented the new platform. "Sage feels like a natural extension of my practice. It's not just software; it's a partnership that helps me deliver my best work," Paul concludes.



Sage for Accountants got this runaway admin back under control.

Easy admin unlocks even better service

Before adopting Sage for Accountants, Paul faced the challenge of managing time-consuming manual tasks like processing paperwork, inputting data, and handling compliance requirements. These repetitive tasks often left him with little room to concentrate on growing his practice. “I knew I needed a system that could handle the admin efficiently, so I could focus on supporting my clients and scaling my business,” Paul explains.

Sage for Accountants enabled Paul to get his runaway admin back under control. The platform’s automated features, including seamless bank feeds and digital receipt uploads, have transformed how Paul’s practice works. Routine tasks like VAT returns and payroll are now completed efficiently within the single, user-friendly system. “The compliance tools are so straightforward. Everything I need is in one place. It’s given me my time back,” he says. The time saved has allowed Paul to focus on scaling his business and offering more face-to-face value to his clients.

Building bonds beyond balanced book

With administrative tasks under control, Paul has been able to deepen relationships with his clients. “The more time I spend understanding their businesses, the more I can help them succeed. I know my clients’ challenges and can recommend solutions tailored to them,” Paul explains.

Paul’s innovative community page exemplifies his commitment to collaboration. Clients use the platform to network, share discounts, and support one another—a unique service that has driven word-of-mouth referrals and strengthened his practice’s reputation. “My clients know I’m always available to help. It’s about being more than just an accountant—it’s about being a partner in their success,” Paul adds. This approach, supported by the efficiency of Sage for Accountants, has allowed Paul to offer a truly personal and impactful service.

Growing smarter with Sage

The flexibility and scalability of Sage for Accountants mean that the platform grows with Paul’s business. As his practice expands, Paul has plans to integrate tools like AutoEntry and Copilot to streamline further. “I want to get to a point where I open Sage in the morning, and everything I need is there. It’s not just about working smarter—it’s about growing smarter too,” Paul says.

For Paul, the seamless integration of Sage with his daily operations has not only enhanced efficiency but also set the stage for sustained growth. “Sage evolves alongside my business,” he concludes, underscoring the trust he places in the platform’s ability to support his ambitions.



“Sage grows with me. It’s the perfect fit for my business.”

Paul Ford

Director, Paul Ford Accountancy

More time for growth, more value for clients

For Paul, the success of his practice lies in his ability to focus on clients while maintaining efficiency behind the scenes. By automating time-consuming tasks with Sage for Accountants, he’s been able to build a thriving business that delivers exceptional value.

“Sage has been transformative. It’s allowed me to focus on what matters most: my clients and their growth. With Sage support and tools, I’m confident my business will continue to thrive,” Paul says.

One major aspect Paul attributes the success of their partnership is the attention provided by Sage to him and his business, kindly saying, “I feel like I’m important to Sage. For a business as big as they are, to make an individual feel this supported is something I’d like to stay loyal to myself.”

The partnership has helped Paul grow his client base steadily, averaging one new client every week—an exceptional rate for a one-person practice. With Sage digital capabilities Paul has been able to expand beyond local clients, serving businesses across the UK. With plans to expand his use of Sage’s tools, Paul is excited about what the future holds.



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