

DOING BUSINESS ON THE COROMANDEL



Meet people finding the ultimate work-life balance.

Counting their fortunes

A year ago Accountants at Whanga were thinking about a name change. Although growth since start up in 2008 had been very good – they were wondering if the name was holding them back. Was it too Whangamata centric? We'll tell you how that decision went in a little while.

Sue Blanchett and Jeremy Mace have been crunching numbers together in Auckland for 20 years and during those times had lots of fun holidaying with their families and friends in Whangamata. So when a practice came up for sale in town almost 8 years ago – the business partners felt it would be ideal for them.

“We decided to keep our main core businesses going in Auckland and pop down for 1 or 2 days a week each – it will be a perfect way to write off the bach for the taxman,” says Jeremy.

It wasn't that simple. With some clever marketing, available, affordable staff and a town in desperate need for a decent accountant – growth was surprising and impressive. Now with 6 staff and a smart office on the main street, Accountants at Whanga is the towns' largest financial service business, with their fastest ever growth spurt happening in the past 12 months.

Jeremy has now moved down here to live and while Sue knows the Kopu Hikua hill all too well, she's also spending more and more time down here. Sue and Rex, her foxy, love their time on the beach together and there's surfing, mountain biking and 'our kids just love coming back here'.

Sue and Jeremy are also both heavily involved in the community and of



The team from Accountants at Whanga, who are managing clients books successfully as well as their own work-life balance.

course as 'money gurus' are always in demand as 'treasurers' for local clubs.

Now that name change. Last Christmas, Accountants at Whanga did some marketing. They targeted bach owners asking if they would appoint them to do their books – citing lower overheads, easier access and a great tax break for the bach. The results were phenomenal with over 15 new clients signing on.

Combine that with continually improving online communication and Sue and Jeremy can only see their Whanga office continuing to grow.

As Sue says: “Most of the time my Auckland clients don't even know I'm in Whanga and even if they did, it wouldn't worry them, in fact they'd want to be here too!”

So is the name Accountants at Whanga too restrictive? “I don't think so,” says Jeremy. “In reality it's just a name. These days if you do what you do well, you can do it anywhere”

And as Sue says – “we both absolutely love this town and the Coromandel. The name has been very good to us so I think we'll keep it.”

To find out more about Accountants at Whanga see their website or just give Sue or Jeremy a call on 07 865 8241.

www.accountantsatwhanga.co.nz



Jeremy Mace at the Whangamata Club.



Sue Blanchett with Rex the foxy enjoying some Whangamata Beach time.