

# SRA

370 audit firms. One mentality.



# SRA

- Insight into the operation of the largest Dutch network of audit firms
- This network could also serve as a model for an international network
- The SRA is also a member of an existing international network

# SRA

Association of audit firms in small-and-medium-sized businesses (SMB):

- Voluntary cooperation
- Established in 1989
- 370 SMB offices at 900 locations
- 18,000 staff
- RAs, AAs, tax consultants and lawyers
- 1.25 billion Euro turnover
- More than 50 staff in Nieuwegein



# SRA Historical Survey

- 1989: company established - one part-time staff member
- 1992: Back-office idea and further professionalisation
- 1996: Introduction of Strategic Business Unit structure
- From 1992 to 1996: creation of SRA-office, management and 8 staff and turnover of € 900,000
- From 2002: Besides back-office also front-office activities
- 2007/2008: 50 staff and a budget of € 4.2 million

# SRA Review

- 1994 Introduction
- Ballotage/admission review new members
- The accountants' offices are tested every four years
- Review exemption by the public bodies NIVRA and NOvAA
- 2007 Agreement with the AFM  
(Dutch financial market authority = legal supervisor)
- The AFM relies on the review carried out by the SRA
- Consultation, tax authorities/ministry of Finance re horizontal supervision → results in absence of tax audits for clients of SRA offices

# SRA Quality Mark

- Only high-quality SMBs are SRA members
- Geared towards students, potential staff, intermediaries (e.g. banks & civil-law notaries, geared towards SMB owners)
- Promotional materials, brochures, meetings and advertisements



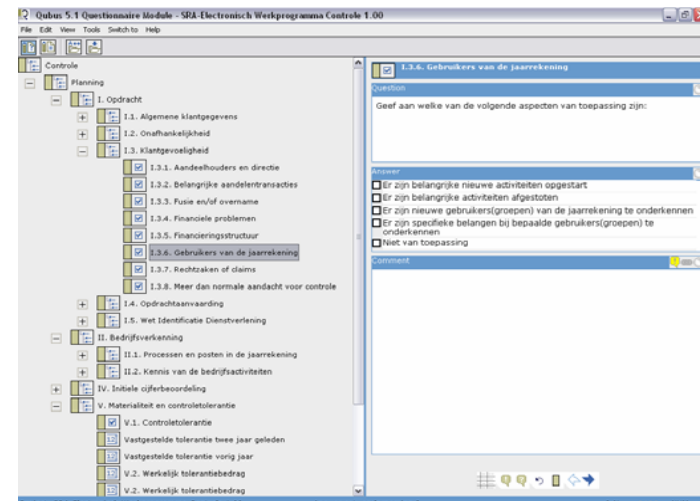
# SRA

SRA is an association of, for and by members, with two mainstays:

- A strong presence in quality-mark offices
- Supporting back-office offices
- SRA is not a network in the sense of the eighth EU directive

# Professional accountancy

- Generated turnover (with a profit), is unique
- SRA Manuals
  - Audits
  - Quality
- Electronic work schedules (Composition and monitoring)
- SRA Caseware Audit Manager and Composition Manager
- Electronic form manual
- Internal review system





# Professional Accountancy (2)

- Various memoranda, checklists
- Knowledge network with RvJ (Dutch GAAP)
- Accountancy circles
- Compliance circles
- Professional walking encyclopaedia

# Professional Tax Services



- Tax circles
- Professional tax consultations
- Tax Manual
- Memoranda / research (dossier formation, software notifications, etc.)
- Looking after the interests of the tax authorities (Becon consultation and the like)

# Sundry Professional Services

- Legal network / NeVOA (circles)
- Newsmill (Internet)
- SRA Facts & Figures
- Benchmarking
- Branch of trade circles
- Assistant circles
- SRA knowledge network

# Personnel Services



- Flexible Personnel Officer (recruitment & selection, career models, etc.)
- Standard SRA models (job descriptions, staff regulations, employment contract, etc.)
- Research & Advice (salary searches, screening terms of employment, advice price compensation, etc.)
- SRA certified work-placement office for mandatory practical training

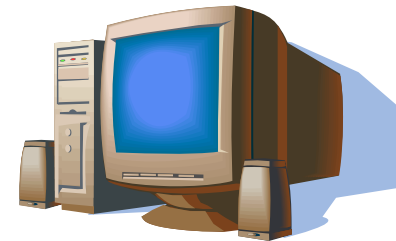
# Education

- Largest provider of courses  
(turnover VEDAA 3.1 mill, VERA 2.4 mill, SRA 4.2 mill)
- Annually over 400 SMB-related courses (PE)
- Intended for SRA advisers, assistants salary administration and the secretariat
- Wide range of subjects (professional and personal skills)
- Instructors come from the SRA office, or specialists from consultancy offices
- Interactive
- Orientated towards practice



# Computerisation

- Consultancy, coaching & coordination
- Product comparisons / assessments / zero measurements
- Coordination knowledge groups, user groups
- Coordination XML/XBRL standard + ASP Pilot



# PR & Marketing

Besides corporate communication, also PR support from the back office (efficient & cost efficient):

- Book publishing, (electronic) newsletters and brochures on topical subjects for clients
- Marketing scans
- Informative meetings



# Sundry

- SMA-Accountants NV is a legal entity in which offices can jointly carry out larger assignments The logo for SMA-ACCOUNTANTS consists of the text "SMA-ACCOUNTANTS" in a blue, sans-serif font, with a blue square partially overlapping the "SMA" part.
- SAM - In SRA connection, the specialism, accountant mediator, has acquired definition in the SAM
- SRA International / INAA The logo for INAA GROUP features a blue square to the left of the text "INAA GROUP" in a serif font. Below "INAA GROUP" is the text "INTERNATIONAL NETWORK OF ACCOUNTANTS AND AUDITORS" in a smaller, sans-serif font.
- Purchasing facilities
- (computerisation products, safety, health & welfare service, temp agencies, office supplies, leasing company, insurance frameworks, etc.)



## Sundry (2)

- NeVOA -SRA work closely with the Dutch Association of Company Law Advisers
- Course programme
- Regional assistants' meetings
- Certified work-placement office (AA & RA)
- HD Track & Career Model: growth/career guidance of staff



**QUESTIONS?**