

25% of clients accessed new Capital Advisory services in a year

“There’s a big difference between a supplier and a partner, and Capitalise is a genuine partner – it really feels like we’re in it together. It’s just that blend of good technology that enables an efficient process, as well as good people who are

Specialising in digital agencies, accountancy firm MAP’s aim is to act as a finance partner to its clients – an extension of their team that can offer expert leadership on their financial systems. Up until 2020, however, they didn’t have a specific service for clients that needed to

Since embedding Capital Advisory into its services, MAP has been able to solidify its position as an all-round finance partner for digital agencies. The team is now confident and knowledgeable about providing those services to clients, and in the space of a year the firm has already provided Capital Advisory services to around a quarter of its client base.

BUILDING AN END-TO-END AGENCY FINANCE FUNCTION

To be taken seriously as a full finance function the firm needed to play an active role in helping its clients raise, recover and protect their capital: “Even if clients don’t have capital requirements now, they often want to work with a firm that will be able to support them when they do,” explained Paul.

“If we can’t do Corporate Finance or Capital Advisory they could quickly outgrow us. Having that capability means there are less reasons for prospects or clients to go anywhere else.”

MAP.

FAST FACTS

Accountant
MAP

Location
Manchester

Size
23 specialists

About MAP

MAP provides Agencies with a full finance function, with industry expertise and a thorough understanding of the latest financial technology and processes to bring financial maturity to agencies across the UK.

There’s a big difference between a supplier and a partner, and Capitalise is a genuine partner – it really feels like we’re in it together. It’s just that blend of good technology that enables an efficient process, as well as good people who are always looking for ways to help and support us.

Paul Barnes, Founder and Managing Director at MAP

As none of the firm's staff had any previous experience providing those services, Capitalise offered the perfect solution, providing much-needed experience around funding and finance, as well as a seamless process for finding and applying for those products.

What really made the difference was the Capitalise Monitor function. As MAP's clients were already using cloud accounting software, Monitor was able to take all of that data on board and highlight areas clients might need help with. Instead of waiting for clients to come to them with a need for funding or debt recovery, they could use the information at their fingertips to start those conversations themselves.

EMBEDDING CAPITAL ADVISORY ACROSS THE BUSINESS

Having identified the benefits of Capital Advisory, Paul's goal was to embed the service across all of the firm's processes so it would become a part of everyday business. "Because our team is spinning so many plates, keeping this fresh in the mind when they're speaking to clients has been challenging," says Paul.

"Capitalise has helped with that by having regular sessions and one-to-one conversations with the wider team, making sure it's not all just coming through me."

The MAP team now has the skills and knowledge to advise clients on their capital, encouraging them to make the right decision for their business and challenging them where needed.

And on top of internal onboarding support, Capitalise provides informative content that MAP can use as part of its own marketing, to explain Capital Advisory to its clients.

"The content we get from Capitalise helps us to educate our clients about when they might need access to more capital, what we can do to help and how that process works.

What's really important is the human side. Once you've started an application, the account management team is very quick to get on the phone to you and talk to you, so it's not just a DIY process.

Paul Barnes, Founder and Managing Director at MAP



PUTTING CLIENTS IN CONTROL

One of MAP's recent successes was a funding application for a client that wanted to buy out its previous owners who still held a stake in the business, and were charging for their involvement.

With access to additional capital, the client was able to negotiate an early settlement.

Another important service for MAP's clients is debt recovery. The Recovery service through Capitalise operates on a no-win, no-fee basis, so MAP has been able to help clients recover fees ranging from £2,000 to £20,000 or more, with no risk of extra costs.

One agency, for example, had unpaid invoices for services it had provided to a client, adding up to more than £8,000. Capitalise sought legal advice and support on behalf of the client, and was ultimately able to recover about three-quarters of the original amount – cash the client had otherwise written off.

"The funding that we've been able to secure for our clients has enabled them to be more ambitious.

"They're now starting to think about things like acquisitions that they wouldn't have had the cash resources to be able to do otherwise. Before this, they might not have thought there was a way of doing it" says Paul.

BECOMING A CAPITAL ADVISORY EXPERT

MAP has gone from reacting to its clients' funding needs as they come to offering a proactive Capital Advisory service that drives their ambition and profitability.

From using Capital Advisory to pitch for new business, MAP is now winning bigger, more sophisticated clients as a result, and is able to compete with much larger professional service firms that have specialist departments for those services.

In the future, Paul plans to go even further by leading with Capital Advisory services, putting them front and centre and firmly positioning MAP as experts in this area.

FIND OUT MORE ABOUT CAPITALISE

Your capital advisory platform, ready made.

Enabling you to build strength and resilience in your clients' businesses by helping them raise, recover and protect their capital.

Headquartered in London, Capitalise is the trusted platform of over 2,000 accounting firms, advising on £850million of approved capital to their clients.

Capitalise enables you to raise capital through lending and innovation grants. Recover capital through debt recovery, dispute resolution and R&D, whilst protecting working capital through credit improvement. Through a single platform, you can build out your capital advisory service line, increase revenue per client and attract new ones.

In partnership with the ACCA, CIMA, 2020 Innovation, Microsoft Accelerator integrated with Xero, Quickbooks and Sage.

More information

Capitalise.com
ask@capitalise.com
020 3696 9700