



Lisa Martin delivers an outstanding service



Lisa heads a staff of six. From left... Ronak, Helene, Lisa, Hanlie, Gina, Jamie and Francois.

A CALL TO ACTION

By Kate Spencer

Lisa Martin is a successful Wellington Businesswoman who makes no bones about the fact that Go Fi8ure is her pride and her passion. Furthermore, she can think of no good reason why any new business wouldn't want her company on board, helping them steer a path towards financial stability and success.

"This is a call to action for businesses to pick up the phone and give Go Fi8ure a call," says Lisa who has pushed all boundaries to take her business to where it is today. Last year a Wellington Businesswoman of the Year finalist for Her Business Network - Best Micro Business, Lisa is throwing down the gauntlet and challenging new and small businesses to check out her services.

"If you're starting out in business and you don't know much... you need to get us on board to help you implement an electronic and paper-management accounting system," explains Lisa who employs a team of six individuals at her offices on the 4th level of the James Smith Centre in Cuba Street.

"As a company, we're putting in a structure and what we call a Best Practice methodology to make accounting a simple part of your business," explains Lisa.

Describing herself as a 'Go-To' person who is results orientated, Lisa spent about seven years in the UK before returning to University in New Zealand where she obtained a NZ Diploma in Business with a major in Accounting and Human Resources before eventually opening Go Fi8ure in 2002.

Focusing on the management of accounting, being proactive about maintaining up-to-date book keeping systems and supplying banks or other lenders with regular financial statements to ensure ongoing funding, are all key elements that Lisa expounds to ensure a stable financial business.

Operating a mobile book keeping business where staff visit clients on their home turf, Lisa admits she loves to get stuck into new projects and with a very analytical, pragmatic and forwarding thinking dynamic, she makes those projects work.

"We're a part-time financial controller in your organisation when you could otherwise not afford to have a fulltime

office person. What we can offer makes a great sense for a one person outfit when, starting out, cost is everything. We can train you to do everything for yourself," says Lisa whose team sit down with clients to consider both short and long-term implications of financial scenarios.

"Am I making enough money, people might ask? Well... let's get some facts and figures into the accounting system and we can tell you if your margins are too low," says Lisa whose outstanding marketing and promotional campaign has seen her business become the word around Wellington. "We are part time financial controllers in a business," says Lisa whose commitment to clients is to deliver an outstanding product on time without mediocracy.

"We do what we say we're going to do, we work rigidly to deadlines and... we are reliable advisors," says Lisa. "I'd like to see this company go nationwide. In fact, By 2013 I want everybody in New Zealand to know what Go Fi8ure is about and why they should use us," she smiles determinedly.

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ARE *Do the numbers make sense to you?*

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