

GoFi8URE

PASSIONATE ABOUT HELPING SMALL BUSINESS 'CRACK THE WHIP ON THEIR SUCCESS'

"You didn't go into business to be a bookkeeper, but we did!"

Twelve years ago, Lisa Martin saw the difficulties and unnecessary stress businesses were experiencing with their bookkeeping and knew there 'had to be a better way'.

Recognising number-crunching wasn't everyone's cup of tea, and armed with a passion for accounting, Lisa set about providing a future-proofed business solution for Small to Medium Sized Enterprise business (SMEs) focussed on excellence and efficiency in client service delivery.

GoFi8ure was born with the aim to help these business owners overcome the financial stress of inaccurate accounts and out of date ledgers with an onsite part-time financial controller who could hit the ground running providing efficient, accurate and mobile accountancy administration, bookkeeping and accounts management services.

With Lisa at the helm as Managing Director, the company has grown from being a one man band to a team of nine servicing the greater Wellington region from the Wellington CBD to the Hutt Valley, Wairarapa and Kapiti Coast.

Since 2002 they have also been delivering services to clients in the North Island and directly into the Auckland region since 2011.



From left to right: Open Polytechnic CEO Caroline Seelig, Sponsor, with GoFi8ure's Gabby Simpson (Business Development Manager) and Lisa Martin.

It is this success that saw them take the Education in Business Award in the 2014 Westpac Hutt Valley Chamber of Commerce Business Excellence Awards.

GoFi8ure has embraced the latest technology aides including the Cloud and has already been made a Xero Bookkeeping

"...Lisa set about providing a future-proofed business solution for Small to Medium Sized Enterprise business (SMEs)..."

Partner of the Year for their efforts.

"With the flexibility of the Cloud we have been able to service business owners throughout Auckland with monthly routine bookkeeping and Xero training services. Thanks to our growing Auckland client base we were able to open an Auckland office in January of this year. We wanted to enable the company to provide direct services to business owners in that region – not just via the Cloud but in person and on-site," says Lisa.

GoFi8ure knows "absolutely" that having a financial framework and being able to interpret all the information contained within it (or having someone who can) is essential in any business.

GoFi8ure takes a big-pictured approach for each individual client and sets in place tailored bookkeeping practices and financial systems to streamline their businesses more efficiently giving businesses the knowledge and help they need to succeed and grow.

"This generates a special bond between our company and our clients ere by a mutual respect and reciprocal benefit links us together for the long haul."

But don't just take their word for it – ask Lisa and her team to show you some of the impressive testimonials they receive from satisfied clients – then GoFi8ure!

LISA MARTIN – GoFi8URE LEADING A TEAM OF 'FINANCIAL SUPERHEROES'

When she took to the podium at this year's Business Excellence Awards for the second time (after GoFi8ure took out the *Education in Business* Category) the bubbly 'pocket rocket' that is Lisa Martin lived up to her 'rock star' image with her passionate acceptance of the Leadership Award for 2014.

This award, Sponsored by Westpac, naming sponsor of the Hutt Valley Chamber of Commerce awards, is given to a creative business executive who creates an inspiring culture within their own business and inspires others.

Before becoming owner, founder and Managing Director of bookkeeping practice GoFi8ure, Lisa cut her financial teeth as a financial controller. Her focus was on financial administration, domestic and international management accounting, project management and HR.

Lisa's epiphany came amid the business 'booms and busts' of 2002 when she went to her boss and suggested an idea for a business which meant he did not have to fund her 40 hours a week but still retained her institutional knowledge: part time financial controllers who go to your business to implement financial processes and bookkeeping practices making a 24 hour a week job only eight hours.

"Clients loved it and GoFi8ure was born."

"EMULATION IS THE HIGHEST FORM OF RESPECT"

Lisa's associates are known as "GoFi8urines" – she has an eye for choosing people she knows will be able to thrive professionally and personally in the environment she has created for her business.

Their Wellington office is open plan, encouraging everyone to freely discuss their work with their peers.

It is also festooned with positive GoFi8ure mantras and pull-up banners bearing the company's brand promises.

"This helps to promote a feel-good work environment and creates a positive work-ethic for the team".

Lisa says a lot of what she does stems from her NZ Diploma in Business Studies from Massey University.



The face says it all ... double-award winner Lisa Martin. Photograph courtesy of Brady Dyer Photography

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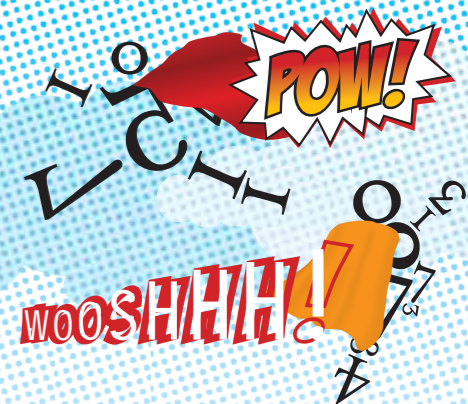
Professional development is on-going and Lisa insists every GoFi8urine re-certifies annually in bookkeeping, accounting and software technology.

All the team are tertiary qualified, NZ Bookkeepers Association certified and software technology (Xero MYOB etc.) certified. Everyone has a high level of expertise in accounting for SME businesses and practice best bookkeeping standards.

They are not just number crunchers, but put a human face to customer relations.

It is all part of Lisa Martin's desire to lead GoFi8ure to put "fun and fitness back into figures".

go figure®
Your Bookkeeping Superheroes



Westpac Hutt Valley Chamber of Commerce Business Awards 2014

Winner
Leadership - Individual



GoFi8ure is a specialist Mobile Bookkeeping and Accounting Consultancy Company

Our GoFigurines swoop in to help with everything from bank and GST reconciliations, payroll management, management accounting, staff supervision, preparation for tax returns and much, much more. You name it - we can do it!



0800 463 488
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Your Bookkeeping Superheroes

We come to you wherever you are, whether you are a home based business in Petone, a warehouse manufacturer in Seaview, a booming business in Upper Hutt or a Garage in Wainuiomata!

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Winner
Westpac Hutt Valley Chamber of Commerce Business Awards 2014 Education in Business Award

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