



Protection. Support. Growth.

Superior expert guidance from the tax
investigation insurance specialists.



Protection.

Knowledge that comes from 30 years experience

We're the UK's longest-running fee protection provider - offering outstanding expertise and market-leading support to help strengthen your client relationships and grow your revenue.

We're proud to have been offering superior fee protection services for 30 years. Over this time we've built up a solid reputation for expertise, trusted relationships and stability - many of our clients have been with us for over 20 years.

Since we were founded in 1985, we've seen a great deal of change. That's why we're constantly learning, adapting and innovating to maintain our position as leaders in the field and bring you outstanding service, cover and flexible products.

PFP is the UK's fastest-growing fee protection provider

When you join PFP, you become part of the UK's leading fee protection scheme, with immediate access to our experience, expertise and specialist resources. You'll enjoy superior fee protection services from our highly skilled team, who have a proven track record in the field.

You may already know why PFP Fee Protection is so important - covering you and your clients against the real threat of an HMRC investigation for a surprisingly low cost. Our specialist, free marketing services will help you to communicate this effectively to your clients, building stronger relationships and growing the profitability of your scheme.

Over the last 30 years we've arranged protection for over 3,000 accountancy firms.

97% of our member firms renew with us every year.

We work with 9 of the UK's top 20 accountancy firms.



"We're proud to offer the best cover in the marketplace - reflecting the working practices of HMRC and the needs of your clients."

Kevin Igoe, Managing Director, PFP



Support.

Backed by AXA – the no.1* global insurance brand

We're proud that our policies are underwritten by a group company of the worldwide AXA Group – one of the UK's leading insurers.

Where other providers may partner with offshore captive insurance companies whose trading activities lack transparency, we benefit from greater credibility and security by partnering with AXA.

We have delegated authority to act on behalf of the underwriter in accepting risk, dealing with policy claims and issuing claims payments.

This means we're able to provide you with more effective, secure and timely services. Plus, once risk has been accepted, every PFP client can enjoy peace of mind, knowing you have the full protection of one of the world's largest insurers.

*Interbrand Top 100 Global Brands 2013



Over 500 accountancy firms have successfully switched to PFP in just the last couple of years.

12 of the UK's top 50 accountancy firms have joined us since 2012.

We see over 3,000 tax investigations every year.

Growth.

Expert guidance on growing your scheme

**FREE
MARKETING
SUPPORT**

We have a proven track record in helping firms to significantly increase client take-up rates and scheme revenue with the support of our expert marketing managers.

When you join PFP, you'll be assigned a dedicated marketing manager who will offer free expert guidance and support, and produce a tailored marketing plan that can be started right away.

But it doesn't stop there. We offer member firms year-round support, with regular visits and seminars. Unlike some providers, we don't just get in touch at renewal time – we are constantly innovating in our approach to marketing to produce outstanding results year on year.

Free marketing services for the digital age

We're now offering our members free digital services as part of our innovative approach to fee protection marketing. Reach more clients and grow your scheme revenue using the latest technology – with our help, it's easier than you think.

- + Email marketing services including design and copywriting
- + Free branded microsite setup
- + eBrochure to send to clients via email
- + Video on free protection to add to your website and share via social media
- + Hosted webinars for clients and staff

One of our 10-partner accountancy clients boosted their income by over £41,000 and doubled the size of their tax investigation insurance scheme in the first year.



"We can give firms more marketing support and help than any other provider in the marketplace. We have a proven track record in helping firms to increase take-up rates and make sure as many clients as possible are protected."

James Howell, Sales & Marketing Director, PFP

Marketing services for the digital age

Microsite



e-Brochure



Email guide



"We have been very impressed with PFP's innovative new digital marketing. It is an extremely effective way to communicate the scheme to our clients. I couldn't recommend it more highly!"

John Caithness, Head of Employment Tax Services, PrinceCroft Willis

Confidence.

Your branded marketing toolkit

We recognise that every firm is different. Your clients may prefer to hear from you by post, by phone or face-to-face. We'll be happy to produce all of the following marketing literature to your requirements, for free, with your branding and logo.

- + Branded client brochures
- + Marketing materials for your larger corporate clients
- + Service summaries and leaflets branded with your logo and colours
- + Letters templates and leaflets for specific industry sectors – for example, the medical profession
- + Print and production of letters with your letterhead, including inserts
- + Pre-addressed reply envelopes for your clients to use (not pre-paid)
- + Free bulk mailings directly to your clients plus follow-up mailings
- + Postcard mailing service
- + Custom-made marketing literature designed by our in-house designers
- + Newsletters, case studies and FAQ documents
- + Telephone call scripts
- + FREE telephone support service

A top-50 firm we work with increased the number of clients on their scheme by over 400 within months of joining.

“We’ve already seen further take-up since your telephone support team contacted those clients who had not replied to our invitation to join the fee protection service. Thank you for dealing with them so professionally and courteously at all times.”
Paul East, Partner, Wilkins Kennedy

A suite of free bespoke marketing options to suit your practice



Superior member benefits

When you join PFP, you'll enjoy expert guidance from a dedicated marketing manager, specialist administrative support and more free benefits than any other provider.

Leaders in training and education for 30 years

Free CPD webinars: Join our scheme and you'll benefit from free monthly webinars and extra CPD points, so you can feel confident you're clued-in and providing accurate advice to your clients. Many leading names in UK tax investigations regularly speak at our webinars, which are available to all members of your team.

Previous PFP webinars

- + HMRC: closing in on tax evasion
- + VAT: cross-border changes
- + HMRC: latest approach to compliance
- + HMRC: working with tax agents

We're leaders in training and education – with a comprehensive programme of must-see events for members throughout the year, keeping you at the forefront of HMRC developments in fee protection.

Seminars and networking events

We also run a calendar of local seminars and networking events free to members throughout the UK.

- + Grow your professional connections
- + Gain access to leading speakers
- + Stay informed about the latest developments in tax investigation

UK Tax Investigations Conference

We're proud to be responsible for the UK Tax Investigations Conference, held every year at the ICAEW in London. Around 300 accountants attend the one-day event, which has featured keynote speakers such as Dave Hartnett, Edward Troup and Lin Homer, Chief Executive of HMRC.

The conference explores HMRC's varying approaches and how they can affect your clients, advice on the best way to handle HMRC compliance initiatives – including real-life case studies from expert speakers and leading accountancy professionals. PFP members enjoy a first look on discounted tickets for this popular event.

FIND OUT MORE
www.ukticonline.co.uk

"It's good for accountants to come to this event, both to understand where HMRC are going and to hear from experts in the profession about the practical issues affecting us."
Chris Simpson, HMRC, UK Tax Investigations Conference 2013

Expert scheme support: fast, efficient, fair

We encourage our member firms to seek our advice and help on any investigation being undertaken. We aim to handle all claims within 48 hours.

All our team members are experienced in tax investigation, and have a wealth of experience they can share with you – free of charge. They are available to help you every step of the way, from launching your scheme and marketing it to clients, to administration and claims.

We're happy to manage the scheme for you, handling all administration and even collecting premiums direct from your clients – saving you time, effort and money. Or you can administer the scheme completely in house if you prefer.

Get closer to our team of over 30 leading tax experts

Our tax and VAT helpline offers member firms access to more tax experts than any other fee protection provider in the UK.

Our specialist subjects

- + VAT
- + Personal tax
- + Company tax
- + Mergers and acquisitions
- + Stamp Duty Land Tax
- + National Insurance contributions
- + Employee share ownership
- + Employee rewards
- + Inheritance Tax
- + Trusts
- + International tax
- + Property tax
- + Valuations and capital allowances
- + Employment status
- + Construction Industry Scheme
- + IR35 legislation
- + HMRC enquiries and investigations

Did you know?

As a PFP member firm you have 24-hour access to our online portal – giving you instant access on client numbers, marketing material, claims processing and updates.

“PFP have worked hard to provide our clients with very cost effective fee protection insurance. They’ve been willing to adapt to the needs of our clients and they keep us informed at all times to ensure we can work together efficiently.”

Marcel Grech-Marguerat, Principal, MacIntyre Hudson



We're waiting to welcome you

Join today for superior cover and support from the UK's leading tax investigation specialists – protecting you and your clients for 30 years.

Speak to one of our experts

0845 307 1177

Find out more

www.pfponline.com

info@pfp.uk.com

As the UK's longest-established provider of tax investigation insurance, we're better prepared to give you the support you need.

97% of firms renew with us every year.
