



# Erica Avenell

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Accountant, Registered BAS Agent and Certified Xero Advisor, I've been working in the accounting space for over a decade. I get a lot of satisfaction from seeing clients accounts fully reconciled and up to date, hence the business name - Accounts In Order.

As a small business owner I understand the challenges of juggling multiple priorities and the importance of having up to date financials, in an easy to understand and meaningful format. Few things thrill my soul like a customised profit and loss report which when paired with a reconciled balance sheet tells a story of the business' journey.

I'm passionate about getting in my clients corner, helping them gain clarity around their numbers and the confidence to make wise business decisions as a result. I see myself as part of my clients team, working alongside them to take on the accounting and bookkeeping functions of their business so they can focus on the thing they got into business to do. My clients didn't get into business to become an accountant and bookkeeper, but I did!

I provide fixed price services, so clients never get caught out with an unexpected bill. My service offerings include bookkeeping packages, payroll, BAS/IAS preparation and lodgement, Budget and cashflow assistance, Xero set up and conversions and Xero Training. I understand that business needs change over time and what works in one season, may not be enough support in another. I work alongside my clients to customise our packages to best suit the business at every step of their journey.



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