Cranleys AccountantsTEAM

Cranleys ControlTEAM

FRANCHISE PROSPECTUS 2027

Your own business. Start with the books. Grow with us beside you.

For bookkeepers and part-qualified accountants building their own client base, working mainly in Xero and FreeAgent.

We are looking for founding members

One team, two names: AccountantsTEAM or ControlTEAM, depending on your permissions.

Colin Davison FCA
Managing Partner, Cranleys Chartered Accountants
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A WORD FROM COLIN

Your business. Your clients. Not on your own.

I have been mentoring clients for 28 years. I like to help people deliver more than they thought they could, and to be proud of the delivery.

We first developed Cranleys AccountantsTEAM in 2002. The aim still holds: financial support for small businesses, online and on time, wherever they are. The software, the rules and the opportunity have moved on.

What you may do depends on your qualification stage and your professional body. We settle that with you first, in a meeting, before any money changes hands.

No one can promise you an income, and we will not try. We will train you and supervise the work we agree. What we expect from you is effort.

Colin Davison FCA, Managing Partner

At a glance

Question	Answer
Who is it for?	Bookkeepers and part-qualified accountants building their own client base
Main software	Xero and FreeAgent
Franchise fee	£15,000 plus VAT (£18,000 including VAT at 20%)
What the fee covers	Set-up, soft skills training and compliance software training
Whose clients?	You carry your own clients
Your trading name	ControlTEAM or AccountantsTEAM, depending on your permissions (page 3)
In your own name	What your professional body allows, often starting with bookkeeping
Accounts, tax and advice	Supervised by or passed to Cranleys
Referred business	You receive 20% on all business you refer to us
Extra capacity	Optional bookkeeping outsourcing to our team in India and South Africa

This prospectus is for marketing only. The franchise contract is the final offer.

TWO NAMES, ONE TEAM

The right name for where you are today.

Your permissions decide your trading name. The training, the support and the people behind you are the same.

Cranleys ControlTEAM

You must trade as ControlTEAM if you are:

- an ACCA student or affiliate
- an ACCA member without a practising certificate
- part-qualified with another professional body

The name makes no reference to accountants or finance.

Cranleys AccountantsTEAM

AccountantsTEAM is for franchisees who may use the word

For example, a qualified accountant holding any practising certificate their body requires.

In every other case, we agree your name at the compliance meeting.

Trading as ControlTEAM

- Describe your services as bookkeeping
- Leave “accountant”, “accountancy” and “financial” out of your business name, stationery, website and social profiles
- ACCA students, affiliates and members without a practising certificate do not mention ACCA in that business
- If you form a company, choose the bookkeeping activity code (69202), not accounting and auditing (69201), which ACCA may treat as evidence of public practice

Same team, same support, under either name

The franchise fee of £15,000 plus VAT, the training, the support pack (page 8) and the 20% on all business you refer to us do not change with your name. When your body’s rules allow it and we confirm it in writing, you can move to AccountantsTEAM. A name never widens what you may do.

IS THIS YOU?

The right person matters more than the perfect CV.

You are likely to thrive if you

- care about getting the figures right, every month
- understand a profit and loss account, a balance sheet and cash
- are comfortable in cloud software, or determined to become so
- enjoy talking to business owners
- will pick up the phone and follow up
- take coaching and act on it

Think again if you

- want a guaranteed salary or income
- expect clients to arrive without effort
- would rather not ask for the work, or discuss your fee
- do not want your work reviewed
- cannot fund your household while client numbers build
- want to take on work your professional body does not allow

Three questions to answer before our first conversation

1. **Who are your first ten likely clients?**
   Name them, and the problem each wants solved. Check that no current contract stops you approaching them.
2. **How many months can you fund?**
   Include your household costs, not only the business.
3. **What may you do today?**
   Bring your qualification stage, your professional body and what it allows.

Flexibility, earned

Cloud software lets you work from home and serve clients at a distance. Deadlines still set the pace, so plan your week around them.

YOUR ROUTE

Start where you are allowed to. Move up as you qualify.

STAGE 1

Bookkeeping, in your own name

You win the client, agree your fee and keep the records. This is your work and your income.

Who engages the client: you, with your own engagement letter

ALONGSIDE

Work you pass to Cranleys

When your client needs accounts, a tax return or advice, we take on that work under Colin's supervision. You receive 20% on all business you refer to us, and the client is told.

Who engages the client for that work: Cranleys

STAGE 2

Supervised accountancy work

Where your body allows it, you help prepare that work, working for Cranleys and under supervision. Ask your body whether it counts towards qualification. Your contract sets out any payment.

Who engages the client for that work: Cranleys

LATER

Your own practice

Once you are qualified and hold any practising certificate you need, we can talk about what comes next, including the Cranleys Partner Network. That is a separate offer, on separate terms.

Agreed individually. Nothing is automatic

The line follows the task, not the client

One client may need bookkeeping from you and accounts from Cranleys. Your contract will set out how your client relationship is protected.

BOOKKEEPING OR PUBLIC PRACTICE?

Where the line is drawn.

Basic bookkeeping is recording data. Once you advise, decide for the client, or produce something others rely on, you have moved beyond it. The table shows the ACCA position for students, affiliates and members without a practising certificate.

Task	You may, in your own business	Not in your business. Pass to Cranleys
Records and ledgers	Books and ledgers up to trial balance, with reconciliations	Advice or interpretation drawn from them
Payroll	Payroll records, deductions and standard reports	Advice on salary and dividends; acting as tax agent
VAT	VAT records and summaries. Enter figures on a return only after the client has reviewed and approved them	Advice on schemes, rates or registration; deciding the treatment; signing; acting as agent
Management figures	Reports used only by the client, inside the business, without advice	Anything for a bank or other third party; commentary and forecasting advice
Year-end accounts	Get the records ready to trial balance	Accounts that others will rely on
Tax returns	Collect the information	Preparing any personal or company return, even if the client submits it
Dealing with HMRC	The client files and corresponds with HMRC	Acting for the client, including filing as agent

Our rule

If you are not sure which side a task falls, ask us before you promise it.

A summary only. Other bodies differ and some are stricter. Sources: ACCA, Am I in public practice? and ACCA Membership Regulation 8, checked 27 November 2026.

COMPLIANCE

Your position, confirmed in a meeting.

We go through this with you before you commit. A franchise contract does not override any of it.

If you are	Starting point to check
An ACCA student or affiliate	Basic bookkeeping only in your own name, without mentioning ACCA. Other accountancy work only while working for, and supervised by, a suitably qualified or experienced person. Limited exceptions apply
An ACCA member without a practising certificate	Basic bookkeeping, without advice or reports for third parties, and without using the ACCA designation for that business. Ask before doing anything further
An AAT student or affiliate	No reference to AAT in your work for the public, and all regulations apply (AAT guidance)
An AAT professional member	Usually an AAT licence for self-employed bookkeeping or accountancy, unless exempt
In another body, such as ICAEW, ICAS, CIMA, ICB or IAB	Bring your body's rules. Some require a licence or practising certificate. Get any doubt answered in writing

Everyone, before the first fee

- Anti-money laundering supervision, by HMRC or a recognised body. Trading without it where required is an offence
- Registration with HMRC as a tax adviser, if you will be paid to deal with HMRC for clients and your body allows that work
- Professional indemnity insurance that covers your business
- Data protection arrangements, including the ICO fee where it applies

The name you trade under

ACCA treats using "Accountant(s)" or a similar description in a business as holding yourself out to be in public practice. That is why ACCA students, affiliates and members without a practising certificate, and others who are part-qualified, trade as Cranleys ControlTEAM (page 3).

Joining does not entitle you or your business to be described as Chartered Accountants.

YOUR SUPPORT

What stands behind you.

Covered by your franchise fee

Set-up

Getting your own business ready to take on clients properly.

Soft skills

Listening, plain explanations, fees and the conversations people avoid.

Compliance software

Training in the software used for compliance work.

Your support pack

Area	What is in place for you	When
Launch	Templates in your trading name, a profile on cranleys.online and a 90-day launch plan with draft emails and posts	Before and at launch
Practice toolkit	How-to guides, client take-on documents, an anti-money laundering risk assessment template and a deadline checklist	From day one
Marketing	Articles and posts you can share, and a newsletter for your clients and prospects	Monthly
Technical help	A set helpdesk time for your questions, and supervision of agreed work	Weekly and job by job
Mentoring	A group session, and a one-to-one on your numbers and goals	Monthly and quarterly
Extra capacity	Optional outsourcing to our team in India and South Africa. Data is held on our UK server and accessed remotely; your clients are told	When you need it

What you pay for yourself, unless your contract says otherwise

- Equipment, phone and software subscriptions
- Insurance, supervision and professional fees
- Your advertising, travel and outsourced work

We do not promise enquiries or client numbers. Winning clients is your job, and we train you to do it.

THE OPPORTUNITY

Small businesses need records that are online and on time.

Making Tax Digital for Income Tax

Sole traders and landlords are being brought in by stages. Many will need help keeping digital records and keeping to a routine.

Qualifying income measured in	Threshold	Must use it from
2024/25 tax year	Over £50,000	6 April 2026
2025/26 tax year	Over £30,000	6 April 2027
2026/27 tax year	Over £20,000	6 April 2028

Source: GOV.UK, Making Tax Digital for Income Tax, checked 27 November 2026. No timetable has yet been set for partnerships. Who may send updates to HMRC for a client is a separate question: see pages 6 and 7.

A routine your clients will value

- One checklist for taking on every new client
- Bank feeds checked and reconciled on a set day
- Sales, purchases and expenses captured as they happen
- One diary of deadlines, so nothing arrives as a surprise
- Questions that need advice noted and passed on promptly

Reliable bookkeeping earns trust. Trust brings referrals and further work, handled on the right side of the line.

Your income depends on five things

The number of clients, the average fee, how long they stay, your costs and the hours each client takes. Know all five.

YOUR NUMBERS

Test it before you buy it.

Print this page. Fill in the cautious column first, with slow client wins. If that version frightens you, talk to us about it before you go further.

Your figures	Cautious year 1	Expected year 1	Year 2
Clients at year end			
Average monthly bookkeeping fee			
Fees actually received			
Your 20% on business referred to Cranleys			
Total income			
Franchise fee (£15,000 plus VAT)			
Any ongoing franchise charge			
Equipment and software			
Insurance, supervision and subscriptions			
Outsourced work			
Marketing and travel			
Total costs			
Profit before tax (income less costs)			
Tax to set aside			
Your household needs			
Surplus or shortfall			

Months of cash I can fund if client wins are slow: _____

Cranleys gives no earnings forecast and makes no promise of income or client numbers. The assumptions are yours. Ask an independent accountant to challenge them, including whether you can recover any VAT.

BEFORE YOU SIGN

Ask hard questions. Get written answers.

Ask any franchisor, us included

- What may I sell in my own name, today?
- What exactly do I receive, and is it written into the contract?
- What will I pay in year one and each later year, whatever my income?
- Who owns each client relationship?
- What happens if I leave, sell or retire?
- May I speak to current and former franchisees?

Get this in writing before you pay

- The full draft franchise contract
- Every fee and charge for the whole term
- How your 20% is calculated, and when it is paid
- Who engages the client for each service
- The name you may trade under
- Term, renewal and territory
- Client and data ownership
- Exit, sale, restrictions and use of the name afterwards

Take your own advice

Have an independent solicitor review the contract and an independent accountant review your figures. The UK has no single franchise law that gives every buyer a standard disclosure document or cooling-off period.

Ambition you can measure

“I want to do well” is a wish. Where do you want to be in three years? Which skill is holding you back? How many people will you contact each week? What will you finish in the next 90 days?

HOW TO JOIN

Seven steps, taken in order.

1. **A first conversation**
   About 30 minutes by phone or Teams. Bring your answers to the three questions.
2. **Compliance meeting**
   Your body, what you may do, the name you trade under and what must be in place.
3. **Feasibility check**
   We go through your cautious forecast and the skills you need to build.
4. **Written information**
   You receive the draft contract and the full cost.
5. **Your checks**
   Take your own legal and financial advice.
6. **Contract**
   Sign only when every serious question has been answered. The fee follows its terms.
7. **Training and launch**
   Set-up, soft skills and compliance software training, then your first clients.

Book your first conversation

calendly.com/colindavison
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Phone 01256 830000 WhatsApp 07999 900000

Put “ControlTEAM” or “AccountantsTEAM” in your message.

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General information as at 27 November 2026. This prospectus is for marketing only. It is not an offer or a contract. The franchise contract is the final offer, and its terms apply. Nothing here is legal, tax, financial or regulatory advice. Cranleys is a trading style of Cranleys Partnership LLP, registered in England and Wales, no. OC358781. Registered office: Winton House, Winton Square, Basingstoke RG21 8EN.