



From front left to right – practice partners Lyn Griffiths and Lewis Van Emden with just a few members of the O'Brien & Partners team

O'Brien & Partners Adopted by Abergavenny Chartered Accountants

The well known Abergavenny based Chartered Accountancy practice Ashmole Rowlands & Co has adopted the name and branding of the substantial Cardiff based O'Brien & Partners that it recently acquired. This is one of the further groundbreaking moves the firm has made in its rapid expansion across South Wales, which has involved the appointment of additional key senior team members with further plans for recruitment.

Complementing and extending the service portfolio provided by the Cardiff firm, the Abergavenny practice supplies innovative, leading edge solutions to clients, differentiating them from the more traditional approach taken by many accountants.

With a proven track record of accessing tax strategies, literally saving clients tens of thousands of pounds in each and every case, commenting on behalf of the leading practice, partner Lewis Van Emden, said "We have worked with many well known local businesses to substantially ease their tax burden. We have our finger on the pulse and were early adopters of this solution. This should not be a hard sell; it needs to be based on the very individual requirements and circumstances of each business. The options available are fully explained, allowing business owners to make a well informed decision."

O'Brien & Partners support enterprises of all sizes throughout the business life cycle, providing focused, high quality and cost effective solutions – from compliance services such as tax, accounting and auditing to strategic input with succession and exit planning through to Inheritance Tax.

Lewis and business partner, Lyn Griffiths, have pledged their commitment to local businesses through O'Brien & Partners main sponsorship of the high profile and prestigious Chambers of Commerce Business Week. This is the third year that Lewis and Lyn have been involved in the main sponsorship.

Lyn Griffiths said "We have worked closely with the Chamber for some time – coincidentally our acquisition of the Cardiff based O'Brien & Partners mirrored the Chamber's move to cover the Cardiff area."

O'Brien & Partners in conjunction with the South Wales Chamber are bringing inspirational business coach, Donald Melrose, to South Wales to encourage positivity. Lewis said "People are focusing on survival, but we have a very different spin via this unique seminar, "Ten Top Tips for Thriving in a Recession" to help businesses face the future with confidence and a winning attitude. Donald's motivational presentation will cover topics from quick fixes for difficult times, structuring the business for the future and getting ready to take advantage of the market when it turns to developing the Entrepreneur mindset and the all important "Ten Top Tips for **Thriving** in Recession".

For more information about O'Brien & Partners leading edge business solutions and the seminar being held on 1st July, please contact them on 01443 841184/01873 859369 or e-mail enquiries@obrienandpartners.co.uk