

# Walter Hunter



Jonathan Rhodes, Director

Walter Hunter offer accounting and taxation services to a range of companies, also providing business and commercial advice. Established 132 years ago in 1887, they have become embedded in the local community and are a trusted source of advice and services for many local and national firms. Committed to working and developing the local area, they have become synonymous with Newport, and the majority of their clients remain in Newport, Cardiff and southeast Wales. Director Jonathan Rhodes explains the founding principles that have contributed to their long-term success.

Our firm commenced trading in 1887 and is still going strong over 130 years later. We are an independent firm of chartered accountants based in South East Wales. Our company is relatively small, but we are more than able to compete with our larger competitors. We deal with commercial and not-for-profit clients within South Wales and the wider UK.

Over our long history, we have grown to be trusted by both local and wider communities, and this longevity can be traced back to our strict adherence to a number of key principles. The personnel and client lists may have changed over time, but the general ethos of the firm has endured. We are trusted by the people of South Wales, and they continue to engage with us to utilise our services.

Primarily, this success can be traced to the level of care that we provide to companies small and large, simple or complex, commercial or not-for-profit. We treat all our clients with the same high level of respect and courtesy, and, through word of mouth and other methods, this becomes known to the wider community. We ensure that this quality of service remains exemplary by adhering to four key principles:

## Employing the right people

All of our staff are both technically gifted and highly personable. We are a united team who work together to give our clients the best service possible. In practical terms, this may include producing a business plan that is fit for purpose or advising on a tax-efficient way to extract profits from companies. We strive to ensure that the quality of our work is second to none.

Equally, our clients receive a warm welcome and are made to feel at home. We know many of them very well and we like to feel that we are more than just their accountants. This attention to the importance of personal relationships has contributed greatly to our place within the local community.

It also helps that our team consider each other friends outside the workplace. When you spend five days a week together, it is important that you are able to get

## AT A GLANCE WALTER HUNTER

- » Director: Jonathan Rhodes
- » Founded in 1887
- » Based in Newport, Wales
- » Services: Chartered accountancy for commercial and not-for-profit companies
- » No. of employees: 8
- » [www.walterhunter.com](http://www.walterhunter.com)

on well. Since 1992, when I joined the firm, there has always been a fantastic atmosphere. We do not have the personal disputes, bickering and jealousy that you may get elsewhere. Everyone works together in a friendly manner, determined to give the best service, and I think that this is appreciated and noticed by our clientele.

### Never underestimating the importance of training

When times are difficult, it is easy to cut corners with the amount expended on training. We believe that technical and other training is too vital to neglect, so we have always placed great emphasis on developing the skills of our staff. Our clients rightly expect us to be fully aware of current technical issues within their sector, as well as the commercial world in general. Our portfolio of clients is varied, ranging from large charities to small partnerships and from companies with hundreds of shareholders to smaller, family practices. It is imperative that we are fully compliant with all the necessary rules and regulations, and, in such a constantly changing world, constant professional development training is essential. Remaining fully compliant in this way has always been at the forefront of our thinking and has allowed us to go from strength to strength.

### Always acting to the highest ethical standards

We believe that the greatest way to differentiate ourselves is by working ethically and professionally. We always act with integrity and endeavour to hold ourselves to the highest level of ethical practice. The name of the firm is a great asset to us, and we want our clients to find us trustworthy, as well as to understand that we act in their best interest within the framework of legislation and best practice.



Audit and accountancy team at Walter Hunter

### Keeping our promises

It is of vital importance that firms such as ours manage and fulfil their obligations. If you promise your client a service, you must deliver upon that promise. This may mean working late into the night, working as a team to provide the necessary resources or even having to miss Wales playing New Zealand in Cardiff. Often, the agreement you have made has allowed your client to promise information to another party, and it is therefore vital that you think of your client first. We have always done this, and I suspect that this has built our reputation as a firm to be trusted.

A local firm such as ours relies primarily upon recommendations and links with other professionals to generate new work. There is often little benefit in non-targeted advertising. It is also vital to contribute to your local community. We have supported organisations such as Business Wales and Young Enterprise, and we often run seminars to assist charity trustees to understand their corporate governance and accounting duties. This helps to stimulate the local economy and establishes us as a cornerstone within it. It is a benefit to all.

We strive daily to work on and improve these attributes. It helps us to deal with the inevitable challenges hurled at us from all quarters. We have been doing so for 132 years and hope to continue for many more years to come.

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