

High praise for the personal touch

THE founders of Bonsella Business Solutions, Dion Cannell and Bernard Hardy, measure their success by the success of their clients, so they were pleased to see two win their categories in the ACT round of this year's Telstra Australian Business Awards.

Behind the scenes of these local success stories – Canberra Furnished Accommodation, which won the Micro Business category, and Residential Reports, which took home the Small Business Award – Bonsella has been there, working to provide their satisfied clients with more than just the basics of accounting and financial services.

"Our message to clients old and new is that the right accountant is more than an adviser, they are part of your team and become your strategic partner," says Dion.

"We try to differentiate ourselves from other businesses by taking a holistic approach; we like to see ourselves as their first point of contact for anything they're trying to do."

"We're proud to wish Canberra Furnished Accommodation and Residential Reports the best of luck at the Telstra national finals."



Founders of Bonsella Business Solutions, Dion Cannell, left, and Bernard Hardy... "Our message to clients old and new is that the right accountant is more than an adviser, they are part of your team and become your strategic partner."

'They're integral to our business'

RESIDENTIAL Reports is a one-stop shop for the inspection reports that are legally required to sell a property, driven by the father-and-daughter team of director Lindsay Collison and operations manager Kelly Hill.

As well as rapid growth and other hallmarks of success such as staff and customer satisfaction, the judges were especially impressed by the

company's visionary \$40,000 investment in developing its own innovative piece of software, "Report Builder".

"We went out to buy it and there was nothing available, so we built it ourselves, and it increased our productivity by over 40 per cent, pretty much overnight," says Kelly.

Most people they asked for advice about the idea laughed and told them it was crazy, but Bonsella heard them out and helped them make the vision a reality.

Kelly has strong praise for the Bonsella team, and says that she and Lindsay both "feel very strongly" that the firm has been a big contributor in their recent success.

"We've been through a number of accountants and none have delivered the level of service that Bonsella has. We got on board with Dion and he genuinely took an interest in our business right from the start."

Bonsella's staff have clearly won the respect and admiration of the busy mother of four, who says they are always ready to fit in with her schedule and understand that her priorities go beyond work.

"It says a lot about Bonsella, the fact that two of their clients have won in their categories," she says. "If you've got a good accountant, they form part of your team, and Dion has most certainly done that. We consider Bonsella integral to our business and we refer back to a number of the people who work there for a lot of major decisions."



Kelly Hill

'I can call on them when I need something'

THE boutique financial services and advisory firm comes in for strong praise from Laurie McDonald, the founder of Canberra Furnished Accommodation which boasts a portfolio of 50 budget, executive and luxury properties in central Canberra locations.

Laurie's formula for success is based on providing modern residential apartments, custom designed with quality furniture and equipment so guests feel they are in their own private home for rates less than hotel accommodation. Guests include business people on work contracts, people relocating to the capital, those in between buying and selling or renovating their own properties and families on holidays.

"We entered the Telstra Business Awards two times prior to this win without success and, I have to say, it's one of the best things I've ever done for

my business, as I used the awards process to grow and improve my business as I went along," Laurie says.

Laurie credits Bonsella Business Solutions for being instrumental in her success.

"I think I have the best accountants in Canberra and I highly recommend them" she says.

Laurie met Adam Davidson, of Bonsella, at a business function and was immediately impressed by the Bonsella approach to being "business adviser" rather than just accountants.

"I love my annual financial reports from Bonsella and gain great insights into how my business is performing by their professional overview" she says.

"The thing I like most is that I just pay one annual fee and I can call with as many weird and wonderful questions as I like throughout the

year, everything from payroll to tracking key performance indicators.

"Bonsella has never let me down," she says.

"It's been seven years and I can call on them when I need something. They have given me

sound support and advice so I could grow the business and continue to move it forward. I think when you're on to a good thing, you stick to it."



Laurie McDonald



Specialists in tax, business structures, business advice & self managed super.

Proud to wish both Canberra Furnished Accommodation and Residential Reports the best of luck at the National Finals

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