



Local accountancy firm Avanti joins British Franchise Association

Avanti Tax Accountants based in Ipswich, has announced that they have been accepted as provisional members of the British Franchise Association (BFA) - the UK's only regulatory body for franchising.

The news comes just three months after the firm launched its unique franchise opportunity, which offers qualified accountants the chance to run their own business, with the support and expertise of a working accountancy practice, with more than 16 years' experience behind them.

To be accepted into BFA membership, the firm had to pass a rigorous accreditation process which reviewed all aspects of its franchise operation to ensure that is proven, protected, ethical, sustainable and that its documents are free of ambiguity and misleading statements

With assistance from regional law firm Birketts, itself an Affiliate member of the BFA, Avanti's franchise agreement was deemed to meet all of the BFA's Code of Ethics and its franchisee development programme demonstrated to be founded on good franchising practise.

Victoria Sharp, Managing Director of the Avanti Group (UK) Ltd said: *"A lot of hard work has gone on behind the scenes to ensure that our franchise opportunity was given the seal of approval by the BfA, as the voice of ethical franchising in the UK. We are absolutely delighted to be recognised in this way and look forward to progressing towards the next level of membership as the Avanti Tax Accountants Franchise goes from strength to strength"*.

In addition to operating as a distinctive, highly-recognised and already established brand, Avanti franchisees will benefit from the franchisor's proven model of success, along with bespoke accounting systems, marketing support, training, ongoing business support and a unique opportunity to launch a business networking group within their territory.

For more details on the Avanti Tax Accountants Franchise opportunity, visit www.avantitaxaccountantsfranchise.co.uk or call **01473 558866**.

Ends



Victoria Sharp, MD.

Note to editors:

About Avanti

- Avanti Tax Accountants is part of The Avanti Group (UK) Ltd, a firm of Qualified Practising Accountants & Tax Advisers providing much more than just accountancy and tax advice. Their vibrant, supportive business networking events only further add value for their clients providing connections to a vast array of experience and knowledge from the many industries that attend.
- Recognised as one of the region's 'ones to watch' by the government-funded Future50 scheme, Avanti has been acknowledged for the work they have done to create jobs and become leaders in their sectors.

About the BFA

- Established in 1977, the British Franchise Association (bfa) is the not-for-profit voice of franchising in the UK. It operates to accredit and promote ethical franchising and, therefore, differentiate the good operators from the not so good.
- The bfa is the only recognised Association which represents the entire UK franchise industry, which includes franchisors, franchisees and the expert professional advisors. It is also the officially recognised voice of British franchising for both the UK and internationally.
- The franchise industry has grown significantly over the past 30 years and the bfa's role remains to ensure that it retains its ethical image, commitment to best practice and robustness – even in the toughest of economic climates.
- Provisional membership is offered to businesses with a successful trading record and that are in the process of developing a franchised business.