

Sage 200 Case Study

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Marsh & Parsons:

An Accounting Solution for one of London's Oldest Estate Agents

Managing the growth of any business, even one which has been successful since 1856, requires the flexibility to adapt to change. Property writer Andy Stern spoke to Lisa Henderson, Management Accountant at Marsh & Parsons, about how CentrePoint Software helped them introduce a new computerised accounting solution that will meet their growing business needs.

Established in 1856, Marsh & Parsons is a prominent player on the central and west London property scene, with offices situated in prime positions in some of the most charming and interesting "villages" of London, including Notting Hill, Holland Park and Kensington.

Marsh & Parsons is an independent and professional firm with a 'can-do' attitude covering all aspects of residential and commercial property. The company is proud of its reputation for excellent service and results, and is committed to maintaining standards by ensuring all aspects of its business are run efficiently.

New offices: new challenges

The firm has been growing rapidly in recent years, benefiting from rising demand and appreciation from customers of its extensive knowledge of the highly desirable areas in which it operates. Staff numbers have grown to more than 250 people and as of September 2006 the company expanded to twelve branches, opening for the first time in south London.

Marsh & Parsons quickly realized they would need to adapt their existing accounting and financial reporting systems to meet the challenges posed by their rapid growth. *"The old system we were using simply couldn't cope with what we wanted it to do,"* explains Lisa Henderson, *"We certainly needed a system that would be driven by reporting, and would allow us to easily create new reports."*



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Finding the right solution with CentrePoint Software

Lisa got in touch with Barrie Grimer of CentrePoint Software, who visited Marsh & Parson's to get an understanding of their current set-up and to discuss what the estate agency needed in order to respond to the growing business needs. *"With Barrie's expert help we went for Sage MMS (now re-named Sage 200), which has automated our accounting so we can see very quickly how any particular branch is doing and if performance is in line with sales targets and the annual budget we have set,"* says Lisa. *"We needed the system set up as soon as possible and this was done without a hitch in the first two weeks of 2007. We were able to prepare information in Excel for easy importing into the software before going live; we have also been very pleased with MMS's integration with Excel."*

The introduction of Sage MMS will allow Marsh & Parsons to automate many of the accounting functions, such as paying supplier invoices electronically and emailing the remittance advices. *"Even just this one improvement offers a significant time and cost saving for the firm. With all the improvements we have gained it is hard to say exactly how much time we are saving, but put it this way, I certainly don't work long hours creating and checking Excel documents anymore!"* jokes Lisa.

As Marsh & Parsons continues to expand, Lisa anticipates that CentrePoint will next help them integrate payroll into their accounting system, which is expected to further reduce administration time and costs.

CentrePoint Software's supportive approach

Lisa says she particularly appreciates CentrePoint's approach. *"CentrePoint did not give me a hard sell, but when you need them, CentrePoint are there for you,"* she says. *"In my view it is vital when buying a financial package to ensure that you will have full support as well. CentrePoint's support has been excellent, whether it is training our people to use the system or answering questions by telephone; our questions have always been answered swiftly and in a way that we can understand."*

CentrePoint Software

Specialise in the supply and maintenance of Financial Accounting Solutions, Customer Relationship Management (CRM) and associated business systems.

- Based in Central London, near Chancery Lane.
- Established for over 15 years.
- Support over 300 individual users of Sage Line 100 / MMS / 200.
- Provided Sage accounting systems to over 3,000 organisations.
- Top Sage UK partner for Sage 200, Line 50, Payroll, & ACT!
- Awarded Sage Line 50 Partner of the Year by Sage.
- Sage Circle of Excellence award for providing top level Customer Service



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