

**SCOTT CHARLTON** B Com MBA FCA AFAIM  
Business coach, author, consultant

For immediate Release

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### **Author Scott Charlton's new business book "Partnering with Accountants" to demystify working with Accountants**

According to Scott Charlton - author, accountant and business coach - his latest book *Partnering with Accountants* is a well overdue resource for financial planners and other professionals who align with accountants.

"Most attempts by financial planners at setting up referral relationships with accountants fail miserably. *Partnering with Accountants* demystifies working with accountants and will help to create valuable professional relationships. Not only does this result in a range of positive outcomes for clients, but it brings about mutual business growth via increased service offerings and reciprocal referrals for the participants," Scott said.

*Partnering with Accountants* is not a resource to be read once and then discarded. Instead, it is designed to operate as a multi-purpose reference tool.

"Financial advisers will use this book in a number of ways, just as they would a *Lonely Planet* travel guide. Some will read ahead of their referral journey, others will read relevant chapters as they engage with accountants, whilst others will use it to provide fresh perspectives on relationships they wish to revisit," he said.

Indeed, Scott has included navigational aids, travel tips and humorous illustrations that break down complex areas in ways that will be easily understood and applied. There are numerous tips and checklists throughout which will inform readers and assist them to partner with accountants.

With chapters entitled "Essential travel research", "Setting up your frequent flyer program" and "Accelerating past checkpoints" advisers will readily relate to the practical suggestions designed to achieve meaningful outcomes. Common areas of miscommunication with accountants are also dealt with in travel-related fashion, in "Strange phenomena you will encounter", "Currency matters" and "Living with the locals". There is even a phrase book, providing the accountant-equivalent expression for terms used by advisers.

Scott Charlton is perfectly positioned to comment on such matters, being a Chartered Accountant who has taken a career-long interest in how accounting and financial planning can be coordinated to improve the end outcomes for clients. In this practical, easy to read business book he has lifted the lid on how accountants think, what they consider to be important and the circumstances under which they are inclined to refer their clients.

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## Media Release

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This is Scott Charlton's third business book, following on from *Your Professional Headspace* and *Partnering with Financial Advisers*. Endorsed by the Association of Financial Advisers, this latest release *Partnering with Accountants* is the perfect next step in a body of work that aims to develop meaningful and productive relationships between aligned professionals, not just for their own business success but ultimately for the best possible client outcomes.

Partnering with Accountants \$50 is available now. Visit [www.scottcharlton.com.au](http://www.scottcharlton.com.au).

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For further comment – please contact Scott Charlton on 0409 870 330