HNW specialist rebrands

Croydon's High Net Worth insurance broker Smith Greenfield has relaunched its brand to reinforce its fundamental ethos that the "company's specialist knowledge in this sector – coupled with outstanding levels of customer service – are what sets it apart and, most importantly, enable it to make a real difference for its clients".

CEO Steve Smith said: "Making a real difference has always been at the heart of our business. We have commissioned independent research into the High Net Worth sector, and the findings have reassured us that a specialist understanding and exceptional customer service are paramount to building and maintaining successful relationships.

"We believe that this rebranding creates a clear focus and commitment to continuing to deliver a difference, and that it will be a catalyst in achieving our growth ambitions."

For further information visit www.smithgreenfield.co.uk

In the next issue of Surrey Business News:

- **Team Building**
- **Data Storage**
- **Business Start-up**

Getting maximum value

Obtaining real consistent value from IT for a business has never been easy. Although computer hardware and software have improved immensely over recent decades, management techniques for weaving business and IT together for optimum results have not developed so fast.

However David Jacobs, Director of Weybridge's Maximum Value, believes he can help.

For over 25 years Jacobs has been helping companies to align their work processes and IT as a business analyst, business-IT mediator and value maximisation consultant.

He has developed a set of

David Jacobs, director of Weybridge's Maximum Value

Business Value Maximisation skills and associated Value Maximisation Framework – recently presented by invitation to organisations such as the National Computing Centre (NCC) and the Association of Project Management (APM). These techniques have proven to be powerful in boosting work process and IT alignment and productivity.

In Surrey, a number of companies have already benefited including the Sam Beare and Woking Hospices charity and ADP Payroll Services of Chertsey.

Maximum Value is a business-IT mediation service. It troubleshoots problems with IT in organisations; project manages and maintains implementations and supplies analysis and value maximisation services.

For more information, call 07766 810610 or see www.maximum-value.co.uk

Property rental tax saving tips

Investing in properties whether as 'buy to let' or 'development' is certainly still a favoured route for alternative investment and in the longer term a form of pension planning. Letting agents are themselves saying that a number of investors are entering the market and a number of current investors are expanding their portfolios.

HMRC continue to look at this area and request reports from letting agents and also enquire into taxpayer's affairs. Some taxpayers do not seek professional advice and do not manage their affairs professionally and find that they have unnecessary tax liabilities.

This is where careful planning can save a considerable amount

of tax. It could be as simple as living in the flat or property before it is let, or ensuring that the allowable expenses are claimed to their maximum.

Structuring the ownership of the property, whether with your spouse or in a limited company is a very important consideration as you make each and every investment. There are no hard and fast rules, but clear thoughts in respect of whether you wish to hold the property for a short, medium or long term investment help with the decision.

Robert Frith, who runs Frith & Co in Oxted, is running three seminars on this subject at Reigate Hill Golf Club in late February and March. This seminar will take between 45 minutes and one hour and will be at 5pm. It will cover all these subjects and include, for example, advice on capital gains tax, what you need to tell the Revenue and the use of the main residence relief.

If you wish to attend, please contact his office on 01883 730044 or email robert@frithandco.co.uk, to register your interest