

Fresh Financials and Project Payables Enter into a Strategic Partnership to Transform the Bookkeeping Landscape for UK Small Businesses

Fresh Financials, a leading provider of innovative bookkeeping solutions, is thrilled to announce it has entered a strategic agreement to be acquired by Project Payables. This collaboration is a significant milestone in the Fresh Financials mission to revolutionise the bookkeeping world. Project Payables, recognised for its proprietary technology solutions for bookkeeping and financial operations, serves SME clients with a combined portfolio exceeding £500 million.

The decision to embark on this partnership reflects Fresh Financials' commitment to redefining the standards of excellence in the bookkeeping industry. By joining forces, Fresh Financials will leverage Project Payable's technology and resources to expand its reach and enhance its service offerings for SME clients across the UK. Additionally, Fresh Financials will deepen its collaborations with accountants across the UK to transform the way bookkeeping is approached, ensuring seamless integration and unparalleled efficiency in financial management practices.

"We are incredibly excited to partner with Project Payables in this transformative journey," said Emma Fox, Founder and Managing Director at Fresh Financials. "This collaboration presents a unique opportunity for us to strengthen our capabilities and accelerate our growth trajectory. We are confident that together, we will set new benchmarks for excellence in the bookkeeping industry."

Project Payables shares Fresh Financials' vision of empowering businesses with cutting-edge bookkeeping solutions. The acquisition of Fresh Financials represents a strategic move for Project Payables to expand its footprint in the UK bookkeeping market and offer enhanced services to its clients.

“We are thrilled to welcome Fresh Financials, currently Xero’s bookkeeping partner of the year, to the Project Payables family,” said Marc Scrimshire, Founder and CEO of Project Payables” The acquisition aligns perfectly with our mission to provide the highest quality bookkeeping service to businesses across the UK. We are confident that our partnership will unlock new opportunities for growth and innovation.”

As part of this partnership Emma Fox will be joining the Board of Directors at Project Payables, bringing her wealth of experience and expertise to the wider group. The existing Project Payables bookkeeping operations will be consolidated under the Fresh Financials brand. The bookkeeping team will continue their exemplary work under the leadership of Lucy Butters, ensuring that Fresh Financials’ long held values and quality of process are upheld.

For more information about Fresh Financials and Project Payables partnership, please visit <https://freshfinancials.com/press-releases/>

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