



Trusted connections.
Global opportunities.



Russell Bedford – Key Facts:



Established in
1983



17th
among global
accounting networks
(IAB World Survey 2015)



Full member of IFAC
Forum of Firms

90+
member firms

&

20+
correspondents



600
partners / principals



5000
staff



290
offices
in more than 100
countries



\$390m
global fee
income



Typical member firm:
5 partners/principals
50 staff



Your clients are
going global.
**Are you ready
to help them?**



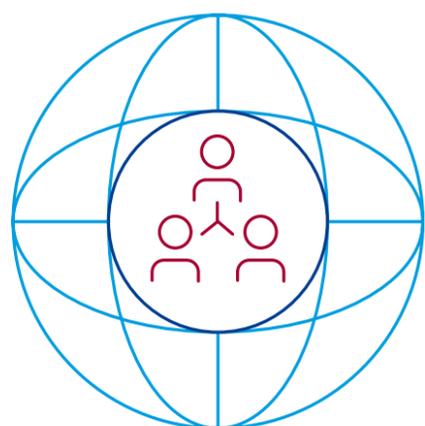
Holding on to a growing client means following them – delivering services to them, cost-effectively throughout the world, to the quality standards they deserve.

Russell Bedford was founded more than 30 years ago by a grouping of medium-sized, independent accounting firms who wanted the ability to collaborate with similar, like-minded and trustworthy firms in other territories whenever their clients were considering a cross-border activity – and thus avoid risking the loss of a growing client to a larger competitor.

Today, even the smallest start-up plans its growth on the basis of international opportunities, and multinational organisations have increasing needs for cross-border professional services that they can trust. So for many independent firms of accountants, auditors, business consultants and tax advisers, membership of an international network has become a must.

Over time, Russell Bedford has grown to become one of the world's leading networks of independent professional services firms. In addition to providing a structure that allows firms to pursue larger clients and continue to support their clients' needs when they go abroad, Russell Bedford now brings its members the benefits of global branding, international quality assurance, and the opportunity to learn from and work with fellow members who share similar values.

Independent,
trusted and
globally
connected.



Unlike some global accounting organisations, on joining Russell Bedford, firms do not cede any of their independence and will continue to operate within their existing management and ownership structures. Each member remains an independent business unit and retains responsibility for its client relationships. At the same time, member firms are very carefully chosen and then monitored on an on-going basis, resulting in a network of remarkably similar firms, with common objectives.

Members are typically firms of chartered or certified public accountants offering a full range of accounting, audit, tax and business consulting services to clients across all sectors, but with particular strength in supporting owner-managed businesses and their owners and, above all, an ability to operate with a global perspective. Usually located in key business centres, Russell Bedford firms would normally be ranked among the leading mid-tier practices in their territories.

Russell Bedford's network development strategy has led to the creation of a close-knit family of firms which are not only similar in size, client base and scope of services, but which are also like-minded, independent professional services practices that will pool their experience and knowledge, local insight and connections, and provide clients with expert solutions on a truly global scale.



Independent,
but not alone.

Provide your clients with a worldwide network of independent professional advisers.



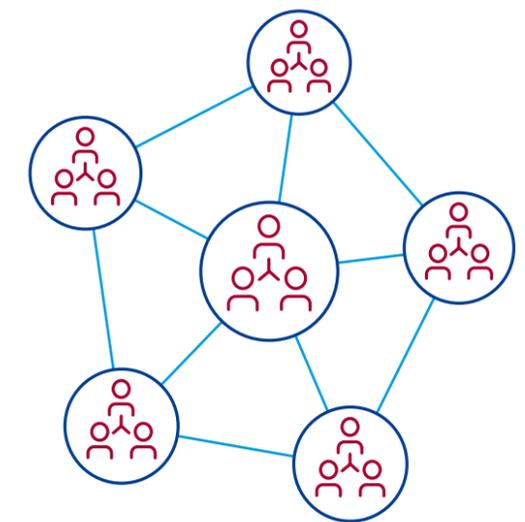
Augment your own service offering and support your clients as they move into other markets.

Membership of Russell Bedford is a fast track to a wealth of international experience and expertise, along with deep-rooted knowledge of all of the major jurisdictions worldwide.

As Russell Bedford's founding members were well aware, when clients grow, they will frequently look to expand into other geographical markets. This of course brings with it a whole host of additional challenges for businesses, including operating in a new taxation and regulatory arena.

Through membership of the Russell Bedford network, you can build stronger and deeper relationships with your clients by introducing them to fellow network members in their target markets elsewhere in the world. And because you are referring them to another Russell Bedford firm – another firm just like yours – you can be certain that they will receive the same level of expertise and client service that you offer yourself.

What is more, by being able to offer clients the benefit of a combination of international business expertise, global resources and local market knowledge – around the world – you are transforming your firm into an international service provider, which has the added advantage of distinguishing it from other local competitors.



World-class professional services.



Russell Bedford International is totally committed to quality, integrity and independence, and our member firms share a common ethical code based on responsive, personalised, best-value, partner-led service.

Our technical and ethical standards are closely aligned with those of the international standard setters. And as a formal 'network' (rather than the looser 'association' or 'alliance' structures chosen by some other accounting groups), all our audit firms are required to invest in supporting a globally coordinated system to ensure quality standards are always maintained.

Our commitment to quality control, independence, monitoring of potential conflicts of interest, and continued professional development has ensured Russell Bedford's acceptance as a full member of the IFAC Forum of Firms, the global association of the leading international accounting networks.

And of equal importance, membership of the Russell Bedford network comes with a focus on continuous improvement, helping members to drive professional standards higher each year.

Clients of Russell Bedford firms have direct access to senior advisers who will deliver a consistently high level of professional service and will facilitate their journey as they grow their domestic and cross-border markets. This global capability to offer a comprehensive range of quality services to clients of all sizes and across all sectors means that Russell Bedford provides real competition for the major accountancy firms.

Go global. Stay independent.

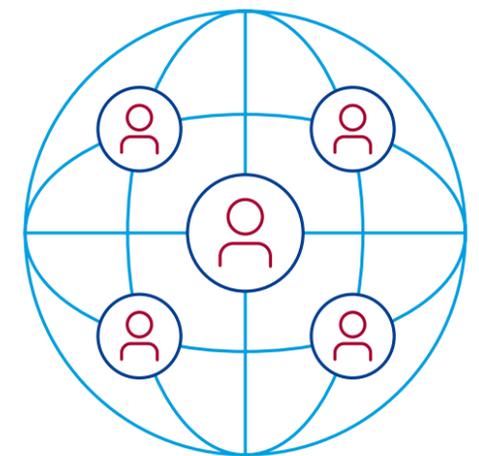
The Russell Bedford brand name has become synonymous with the high quality, international professional services on which the network's reputation is built. This is the reason many independent firms choose to join us, adopting the Russell Bedford identity and leveraging on our global profile to strengthen their local market positioning and develop more successful, profitable businesses.

At the same time, the Russell Bedford network has been built, in most cases, through the addition of long-established, market-leading local firms. Some of these are, understandably, unwilling to abandon a recognised local name that they may have spent years building up.

In response to this, our brand architecture has evolved to deliver a flexibility that allows new member firms to retain their existing corporate identities – either as a transitional measure or long term – whilst promoting and benefiting from the endorsement of the international Russell Bedford brand.



Business consultants with a global perspective.



Connect, share, grow together.



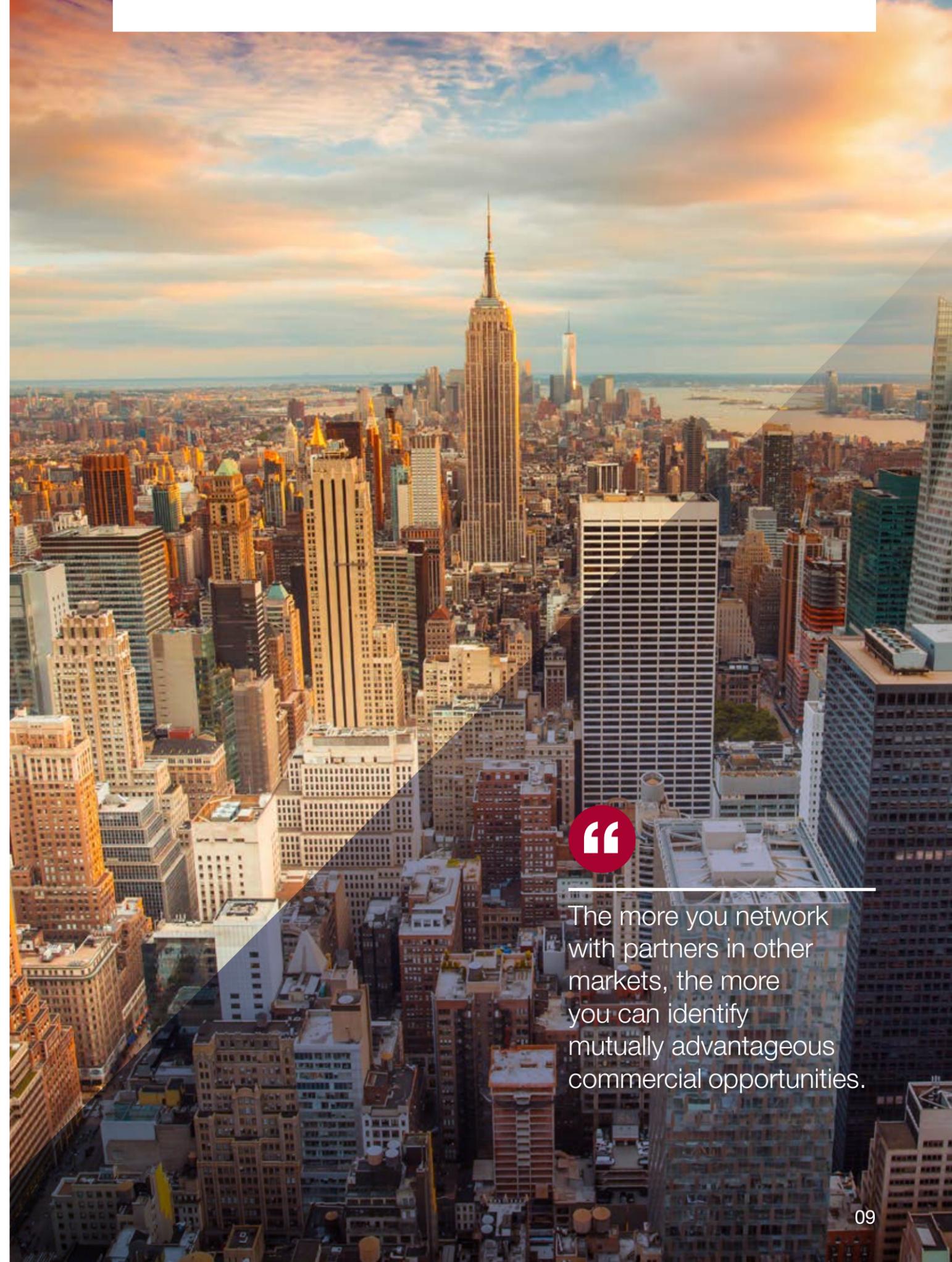
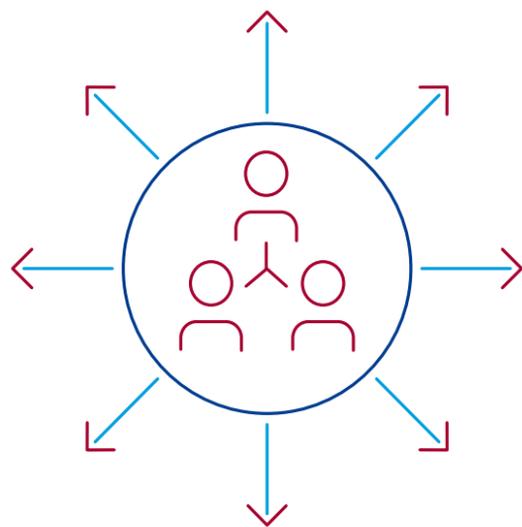
Membership of the Russell Bedford network means having instant access to fellow members right around the world – in Europe, the Americas, the Middle East, Africa, India and Asia-Pacific.

Russell Bedford's emphasis on regular and effective communication between firms gives the network a unity invaluable to both members and their clients. Being part of Russell Bedford helps members to develop close relationships with the partners of other member firms, to share and enhance technical knowledge and practice management procedures, to obtain new assignments and to have ready access to complementary expertise for joint business development initiatives.

The connections between firms are further enhanced through annual worldwide conferences, regional meetings, managing partner retreats, special interest groups, and international staff exchanges.

It is the mutuality and interaction with fellow members – and the growing sense of trust that comes with it – that helps firms to win more clients and keep clients who need support and assistance in other markets.

Essentially, the primary objectives of Russell Bedford are to enable member firms to hold on to clients, secure additional assignments, and grow their businesses more profitably, and faster, than they could without network membership.



The more you network with partners in other markets, the more you can identify mutually advantageous commercial opportunities.



We are here to help you.

The success story of the Russell Bedford network is a reflection of the strength of its members – dynamic, market-leading professional services firms, leveraging the global brand identity, quality standards and other network benefits which open the door to business opportunities for future growth.

Our dedicated multilingual central office team is responsible for delivering the support services and tools that underpin our members' growth – facilitating the seamless integration of new member firms, ensuring our quality standards are always maintained, and protecting and promoting our brand.

As well as administering the global organisation, we facilitate interaction between members by managing the network's conferences and online events, and also through regular intra-network communications that keep members abreast of news and developments.

We provide a comprehensive branding and promotional toolkit, templates and guidance to help members maximise the marketing benefits of our recognised and respected global brand.

And we act as a conduit to connect member firms with support and help, plumbing together client opportunities, supporting joint tenders, and making the business of referring clients as easy and effective as possible.



We offer comprehensive guidance and support in promoting your firm under the Russell Bedford umbrella.

Are you ready to join us?



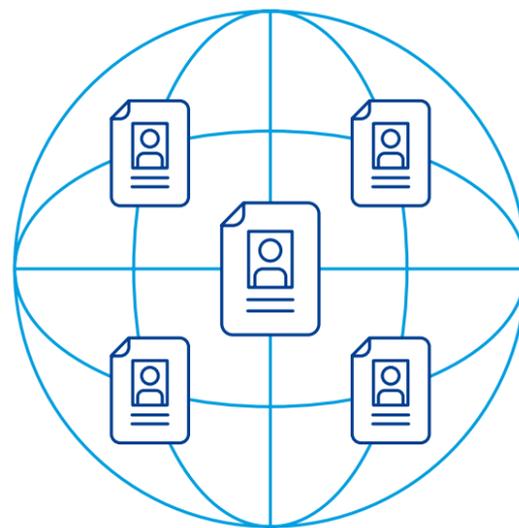
As an ambitious and forward-looking network, Russell Bedford is committed to enhancing its geographic coverage further, making our name an even more automatic choice as a viable alternative to the major accounting groups.

We offer territorial exclusivity for full-service firms, and we are ready to talk to suitably qualified independent accounting, audit and tax consulting practices in key locations where we are not yet represented.

But be warned: our membership criteria are stringent, and our selection process is rigorous. We have to be confident about the technical standards, professional reputation and core values of any new member firm. We conduct a thorough assessment, taking into account the size of the practice, client base, range of services, office location and presentation, international perspective and future business plan. Above all, we aim to ensure that our existing high standards are never compromised.

Those firms that make the grade will benefit from a range of resources and opportunities to build their businesses.

If you share our ambition, and have a client base that is looking to new national or international markets, talk to us today - and find out for yourself how Russell Bedford membership can help take your firm to the next level.



Why join us? – Remember:

- **NETWORK** – We are close-knit family of similar, like-minded, mid-tier independent firms, committed to Russell Bedford and all it stands for.
- **RECOGNITION** – Through our quality assurance system and full membership of the IFAC Forum of Firms we are recognised as one of the few transnational audit networks.
- **BRAND** – Russell Bedford is a well-respected global brand, carefully managed for the benefit of all its stakeholders. And, as a member firm, you are free to choose the level of brand endorsement that suits your business strategy.
- **COST EFFICIENCY** – We are a democratically run and transparent organisation, with our operating costs kept strictly under control.
- **CORE VALUES** – Our members offer partner-led, personalised, responsive and best-value services and have a significant strength in supporting owner-managed businesses and their owners.
- **INDEPENDENCE** – On joining Russell Bedford, you will not cede any of your independence and will continue to operate within your existing management and ownership structure.
- **QUALITY** – The quality of our work and client-service are paramount for us, so members have confidence in the support their clients will receive.
- **GROWTH** – Above all, with Russell Bedford you will have the trusted connections and resources you need to develop your capabilities and business and make the most of global opportunities.



Russell Bedford International

3rd Floor, Paternoster House
65 St Paul's Churchyard
London EC4M 8AB

T: +44 20 7410 0339
E: info@russellbedford.com
W: www.russellbedford.com