

Dear Valued Clients,

Running a business has changed more dramatically in the last decade than ever before.

Some of the major changes to the way we do business daily include virtual offices, the Cloud, new communication mediums, and mobile life. In a recent global study, Chief Executive Officers ranked their top five business challenges as human resources, customer relationships, innovation, operational excellence, and corporate brand and reputation.

The accounting and auditing profession is not immune to these mega-shifts and is also going through some major changes. Our clients are requiring more varied business and financial services than ever before. They do not only want the “vanilla option,” which includes standard compliance, tax preparation, and basic bookkeeping.

To remain relevant to our clients and be at the forefront of service delivery, we are pleased to announce that as of **17 January 2025, Booyesen Accountants** becomes part of the national association of professionals called “**The Core Group.**”

We believe that this association will allow us to provide a wider array of services, more depth, and above all else, more value to our clients. This national association will allow us to deliver and have access to services that include:

- Accounting services
- Audit services
- Tax opinions & planning
- Investments
- Business & life insurance
- B-BBEE services
- Secretarial services
- Training
- Short-term insurance
- Information technology (IT)
- Marketing and branding

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- Trust and estate planning
- Cloud platforms & accounting
- Industrial relations
- Performance management
- Business coaching
- Risk management
- Business process management

We are excited to discuss these new services with you in more detail.

Even though we are very excited about the future, there are several assurances that we want to offer you:

- Our fee structure remains unchanged.
- You will continue to work with the same team.
- All our previous services will still be available.

If you have any questions about this exciting news and what it will mean for you, please contact any of us at any time. We look forward to introducing you to some of our new colleagues.

Not only will this association allow us to bring a new perspective to our clients, but it also comes with a fresh and exciting corporate image. Our existing logo has been adapted to portray the new approach to service delivery.

We would like to share this new look with you and believe that you will be excited with us as we become part of a national body of professionals.

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CORE
ASSOCIATED | ACCOUNTING
An association of independent professionals



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WELCOME TO THE WORLD OF
DIGITAL ACCOUNTING



We are deeply appreciative of the opportunity to provide you with an expanded range of services, and we value your continued loyalty and friendship. Your trust and support are of utmost importance to us, and we are eager to continue our journey together.

We are confident that our new affiliation with **“The Core Group”** will enhance the value of our partnership.

We look forward to achieving new heights together.

Sincerely,

Johan Booyesen
Director

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