

## Property group Fitzroy's rapid expansion aided by IRIS Exchequer

**In the past year, property development group Fitzroy has grown from 7 companies with £14 million turnover to 32 companies with over £200 million turnover.**

The group identifies, develops and markets properties primarily in central London for high net worth individuals.

Consultant Miles Harvey comments, "IRIS Exchequer has enabled us to control, manage and report this major growth without an increase in headcount in the accounts department. We would not have been able to achieve this growth without IRIS Exchequer and the dedicated support of the IRIS team."

When looking to replace its accounting solution, Miles Harvey knew that major changes were afoot for property group Fitzroy. He wanted to work with a company that would become an extension to his team and begin a business relationship that would last a long time.

"I spent a year researching all the industry solutions, using Sage Line 100 as a benchmark" reflects Miles. "IRIS Exchequer stood out from the crowd in so many ways, but I was particularly impressed that it was so proprietary for the construction and residential property development market, specifically its Construction Industry Scheme module."

One other area that has specifically impressed Miles since they went live with IRIS Exchequer over 2 years ago is the way the user interface is tailored to the specific needs of each type of user. He continues, "Whether you are a shareholder, site manager, accounts clerk etc, the IRIS Exchequer interface will work for you. Usually a user has to conform to the way a system is set up, however IRIS Exchequer is unique in that it seems to be intuitive to the different processes each type of user will follow - something I have never come across in another solution."

Due to the rapid growth of Fitzroy, it was and still is imperative that this growth is controlled and effectively communicated to management. "Having IRIS Exchequer has given management the confidence they needed during such a period of change. They can see very easily how well the process is being controlled financially by IRIS Exchequer thanks to real time reports being generated and circulated via email or text using alert system, Sentimail. What's more, the system empowers people by giving them information at their fingertips. A director can easily drill-down right to a specific invoice without having to ask the accounts team."

As part of the implementation, Fitzroy was assigned a training manager, with relevant experience, to ensure the smooth running of the operation. "In my professional career I have managed 5 major system changes. This was, by a mile, the best and easiest I have ever experienced; IRIS Exchequer are professional in every sense," states Miles.

"The project planning was superb. The imbedded flexibility of the software is so useable. The experience has just got better and better. IRIS even delivered a quality training manager who had years of experience as an accounts department manageress directly in our industry of residential property development. They knew and understood our business from day one. At no stage did they skimp on the resources that were dedicated to our implementation. They spent a great deal of time ensuring that the coding structure was right for our needs. Implementation was faultless - I have never experienced that before."

There is a saying that accountants never make you money, they merely save you money; a phrase that Miles feels is wrong now he has IRIS Exchequer. "The cost of IRIS Exchequer was equivalent to one accounting clerk's salary for a year and it does the job of dozens. I couldn't run 32 companies with just 3 accounts staff if I didn't have IRIS Exchequer. The solution is helping us to both save money and make money - a pretty unique formula in this kind of industry."

To see how other organisations are benefiting from implementing IRIS Exchequer please visit [www.iris.co.uk/exchequercasestudies](http://www.iris.co.uk/exchequercasestudies)

### Solutions that deliver



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