



# PKF KENNEDY | FAQ

## What was announced?

On 1 September 2015 we will publicly announce that Kennedy & Co has become a member firm of the PKF International Alliance. We will be known as PKF Kennedy. This is not a merger, we will remain independently owned and managed.

## Why is Kennedy & Co joining PKF?

PKF is a strong, established and respected global network of independent accounting firms. As we grow and our clients grow, it is important that our firm has high quality global connections to ensure we can continue to meet client's needs as business in the current economy goes beyond local geographical markets, thus even small business owners seek access to expertise at an international level.

The mission and vision of Kennedy & Co and PKF align, as both organisations seek to be the best, so to empower our clients business through the services we provide. Together, our organisations will bring new opportunities and access to knowledge through our new global network. This is why we believe the affiliation with PKF is an invaluable strategic fit.

## How will this affect clients and what are the benefits?

This initiative is all about continuously improving the breadth and quality of our client service. We will continue to service our clients, big and small, in the same way and with the same staff. What PKF adds to this is the ability to access a wider and far deeper pool of expertise and experience. We will be stronger for the association and of greater value to our clients.

Having a national presence and local focus means we are able to offer a full range of services whilst still personalising our service delivery. We will continue to provide advice to clients, from individuals right through to large businesses looking to expand internationally.

## Are my fees going to change now the firm is growing?

There is no connection between joining PKF and our fees. We operate in a highly competitive sector and what we charge is driven by the value we add to our clients' businesses.

## Will clients still deal with the same Partner and Staff?

Absolutely! Remember, we are still an independently owned and managed firm. You will continue to deal with the Partners and staff as you always have, and we will continue to deliver the quality and personalised services we always have.

## How will the branding come together?

By aligning ourselves with PKF, who are like-minded in beliefs and driven by excellence in client service, our firm culture isn't affected. What you will notice are the cosmetic changes to our brand. From 1 September our firm will be known as PKF Kennedy. Our logo, stationery, website and social media will change to reflect the alignment of the two brands.