



## Network Membership Benefits

# Why join our international network?

*“Our mission is to provide our members with the opportunity to grow their businesses, through winning and retaining clients, and by enhancing the services they can offer via the support of fellow members throughout the world.”*

The fundamental reason firms join the Russell Bedford network is to have opportunities to offer more – and be more profitable – than they could on their own.

The network provides a structure that allows members to pursue larger clients and continue to offer support when clients cross borders. As one of the world’s leading accounting networks, Russell Bedford brings its members the benefits of global brand endorsement, international quality assurance and the opportunity to learn from, and work with, fellow members who share similar values.

### Our Brand

The Russell Bedford brand has become synonymous with the high quality of international professional services on which the network’s reputation has been 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.

We are a close-knit family of similar, like-minded, mid-tier independent firms, committed to providing mutual support.

Our network is intimate – we know and understand our firms and their client needs deeply. We win on excellent service delivery and an authentic attitude to client relationships. A promise given by one member firm is delivered throughout the network – we are equipped and committed to taking you further.

# What will you gain?

*“Membership of Russell Bedford International grants you immediate access to global resources and a top quality brand of trusted accountancy and business advisory firms in key locations around the world.”*

*“Through network membership, firms have the trusted connections and resources they need to develop their capabilities and business and make the most of global opportunities.”*

## Networking Opportunities

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 colleagues 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.

## Developing Fee Growth

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.

As businesses grow, their need for cross-border support grows with them. Network membership gives members the power to go on that international journey with their clients, so that when a client is looking for support in any area of the world, the answer is always a resounding, “yes, we can help.”

The ability to service existing clients as they look to expand internationally gives our members the confidence they need to retain those clients if/when they expand and look to cross borders. When it comes to securing new business, being able to offer international support and services to potential new clients is the additional benefit that can often be the deciding factor for clinching the deal, helping our members to win new business. It’s a win, win!

## Conferences

Our conferences are where the magic really happens. It is at our global programme of conferences and events that the groundwork is laid for developing trusting relationships between members. Meetings allow members time to get to know each other and build confidence in each other. This naturally leads to more referred work between member firms and creating lasting and meaningful connections because, behind any great client service, there are great people. These events include meetings at various levels:

- Global
- Regional
- Sub-regional
- Managing Partners
- Specialist industry and practice development.

Conferences provide an opportunity to allow the flow of international and regional knowledge between members, including technical issues, while enabling our members to learn new ways to grow and enhance their businesses as well as promoting best practice via various sessions delivered by carefully selected industry specialists and experts.

*“By pooling their resources, Russell Bedford firms are able to provide a consistent, reliable and seamless service to businesses undertaking cross-border activities and to multinational organisations.”*

## Resources

**Webinars** - An annual programme of training webinars on technical and key practice management issues delivered by experienced professionals, offering a flexible and online training solution for our members to develop their skills and knowledge during live sessions, or to download the recorded content at a time of their convenience.

**Intranet** - A wealth of resources, including a specialist database and member communication facility, accessible only to members.

**Doing Business Guides** - A series of reports published annually by the World Bank, with Russell Bedford International as a global partner, contributing data on tax regulation, compliance and the real tax burden on businesses and entrepreneurs.

**Industry News Bulletins** - A series of specialist industry bulletins so that our members remain up to date with the most current and relevant industry news as it happens. The publication schedule is:

- *Global Tax News* - monthly highlights of latest tax updates from around the globe.
- *Global Business Briefing* - quarterly summary of key business news across all regions.
- *Global Legal News* - monthly essential legal developments throughout the world.

**Business World** - A biannual business magazine independently produced by Russell Bedford International. Released in March and September each year, contributors include representatives of our member firms whose expertise covers tax, audit, accounting and business consultancy, as well as various other areas of business specialism, delivering views and analysis from around the world.

**Network News** - A six-weekly (approx.) news update, keeping our members well informed of membership developments and updates, including profiles of new members who have recently joined the network, as well as upcoming conferences and events.

## Attracting Talent

By being a member of an international network, our members find themselves in a stronger position to recruit and retain talented individuals, with the additional benefit of participating in a staff secondment programme.

## Digital Profile

Russell Bedford International has an impressive online presence where the energy, engagement and quality of our people is captured through our distinguished website and various channels of social media, including regular video content on YouTube and the latest topics reported via LinkedIn and Twitter.

# Committed to Quality

*“Quality, integrity and independence: our minimum standards for 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 a responsive, personalised, best-value and partner-led service.

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 enables Russell Bedford to be a real competitor to the major accountancy firms.

## IFAC Forum of Firms

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.

## Continuous Improvement

Russell Bedford places certain obligations on our members. In addition to the participation of audit firms in our Audit Quality Control system, member firms are required to:

- Be members of recognised professional institutions
- Have personnel with strong capabilities in the English language
- Provide timely, comprehensive and accurate information to the network's central office, especially regarding any material changes in the firm
- Maintain independence with regard to assignments, completing independence checking procedures, and providing data for the network's Independence Register.



Established in  
**1983**



**Top 20**  
global accounting  
network



**300**  
offices in some  
**100**  
countries



**700**  
partners and  
**6000**  
staff

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