

Borrower Profile



Amount: €30,000

Purpose: To fund rebranding initiatives

Beyond Accounting

Finance You Can Count On

When this forward thinking accountant wanted to rebrand and introduce forward thinking systems in Ireland, he chose Linked Finance as the ideal way to raise the funding required.

Prior to setting up his own company in 2013, Rory Finegan spent 20 years working in a number of leading accounting roles in Ireland and the UK. As well as working for major firms like KPMG, Rory also worked as a financial controller, finance director and in several management roles.

Finally, the time came when Rory was ideally placed to establish his own accountancy practice and, in 2013, Finegan Chartered Accountants was established. Rory provided accountancy, tax, and bookkeeping services, primarily to SMEs in Dublin.

His experience in business meant that Rory was ideally placed to understand the needs of his clients, and to advise them in all areas of business development. He also has a keen interest in technology, and an extensive knowledge of the tools and solutions that are transforming the industry.



Linkedfinance
the business lending people

Rory aimed to lead a change in accounting practices in Ireland, towards a more streamlined, modern use of systems.

Dublin is a renowned tech hub, and the presence of global leaders such as Google, Amazon, and Facebook means that it is a hotbed for ambitious digital startups, service providers and agencies. These companies are fully digital, and will be looking for support services, such as accounting, that understand how they work.

In late 2015, Rory decided to rebrand Finegan Chartered Accountants, as Beyond Accounting. This was part of an ambitious expansion strategy that would reposition the company as a thought leader in the industry and establish Beyond Accounting as the go-to accountancy practice for modern businesses.

Beyond Accounting's differentiator lies in its experience with new accounting systems, offering value through real-time business insights and ongoing support.

To spread the word of the rebranding, and what Beyond Accounting can offer, Rory wanted to implement investment on several fronts. He wanted to invest in client acquisition strategies, branding, marketing, and of course in technology systems.

Rory wanted to move fast and get the word out there as soon as possible. He saw Linked Finance as the perfect way to raise the capital required quickly.

Raising a loan with the online platform ticked all of the boxes for Rory; speed, efficiency, no early settlement fees, flexibility. There was also the added incentive of free PR and the opportunity to promote the business to thousands of local lenders.

Within days of going live on www.linkedfinance.com, Beyond Accounting hit its target and the funds were received the very next day. Rory was delighted with the outcome of the loan and has become a huge fan of P2P lending.

"The flexibility of the loan was great, no-early settlement fees and the ability to showcase our business to thousands of lenders is something that business owners can't find anywhere else."

I was aware of Linked Finance and how the company specialised in business loans. Its quick, hassle-free approach is what really attracted us to them.

**Rory Finegan
Beyond Accounting**

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16 Lower Liffey Street
Dublin 1, Ireland, D01 P0E0
+353 1 906 0300



@LinkedFinance
www.linkedfinance.com



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