

VALUED RELATIONSHIPS



FAIRNESS



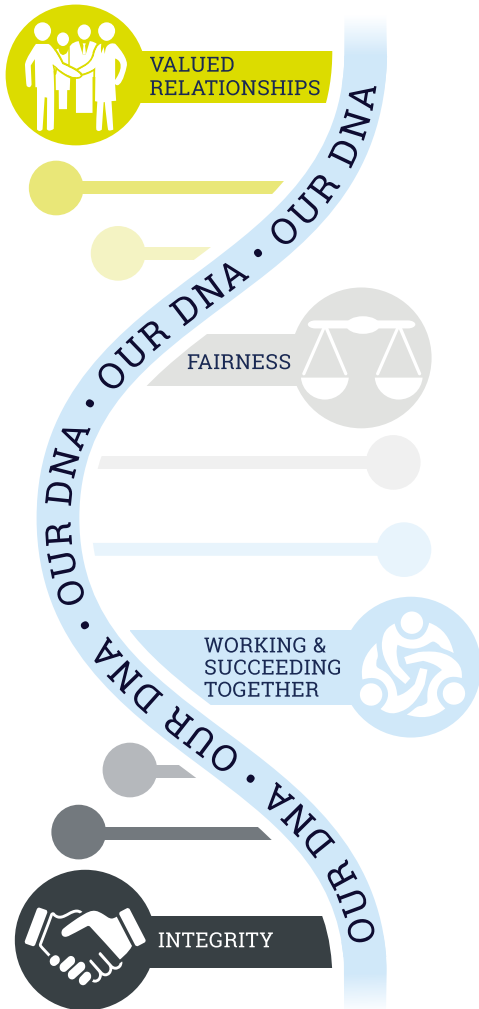
WORKING &  
SUCCEEDING TOGETHER



INTEGRITY



O U R  
**D N A**



# OUR DNA

Our DNA sets out the kind of firm we are and the kind of firm we want to be. Our DNA establishes the standard for the way we behave and the things we believe in.

People from all parts of Dains have been involved in developing our DNA and it represents the core values we stand for as one business.

These core values unite us as a collection of individuals and define what it is about Dains that makes people want to work with us and for us.

We are committed to upholding our core values now and in the future. That's why we believe it is important to state what our values are and understand what it means to live up to them in our day-to-day roles.

# Valued Relationships

We build positive relationships with our clients and colleagues and are friendly in our approach.

We enjoy what we do and make an effort to be helpful and proactive.

We are respectful of the need to behave professionally and responsibly at all times.

We demonstrate this with clients by:

- ✔ Taking time to understand our clients' requirements and what is important to them
- ✔ Making ourselves available and responding quickly to requests
- ✔ Communicating in the most effective way and in a format that meets our clients' needs
- ✔ Meeting in person to discuss complex matters
- ✔ Addressing future risks and opportunities for our clients
- ✔ Putting forward new ideas and recommendations
- ✔ Treating each client individually and agreeing the level and type of contact that best meets our clients' needs



# Fairness

We treat people as we would wish to be treated ourselves and do not take clients or colleagues for granted.

We value every individual and are committed to treat everyone fairly.

Whilst we do not treat everyone in exactly the same way, we believe in providing equal opportunities for all.

We keep people informed and aim to communicate in a sensitive and respectful way.

**We demonstrate this with clients by:**

- ▣ Being upfront about billing and fees
- ▣ Ensuring that the value of our work is fairly reflected in our fees
- ▣ Being clear about the scope of work we are delivering for our client
- ▣ Communicating effectively with our clients to ensure they are kept up to date with the progress of our work
- ▣ Addressing issues promptly and constructively
- ▣ Being objective in our approach



# Working & Succeeding Together

We enjoy working together to achieve success, and it is important to us that our clients enjoy working with us too.

We value team work, and empower people in order to ensure they are fulfilled in their role and that their efforts are recognised and appreciated.

We play to our strengths and through doing so, we can help our clients and colleagues achieve their potential.

We demonstrate this with clients by:

- Taking ownership and adopting a proactive approach to solving problems and developing opportunities
- Introducing relevant members of the Dains team to support our clients and provide best advice
- Building our knowledge of the client, their opportunities and threats for the future
- Understanding what success means for our clients
- Managing our team and our workload to deliver a high quality service and being prepared to 'go the extra mile'



# Integrity

We are honest, trustworthy and straightforward in our approach and adhere to the highest professional standards.

We are accountable, reliable and responsible which leads us to dealing with issues as they arise.

We demonstrate this with clients by:

- ✔ Doing what we say we are going to do, when we say we will do it
- ✔ Communicating in the most appropriate way
- ✔ Respecting confidences without compromising our ability to give best advice
- ✔ Respectfully challenging our clients, where necessary
- ✔ Liaising with other professional advisers when additional advice and support is outside of our range of services or skill set
- ✔ Ensuring that we do not over promise



# OUR DNA

Details of our formal complaints procedure can be found within clause 14 of our Standard Terms of Business however we wish to encourage regular, open and honest feedback of a more informal nature.

Therefore, if we;

- ❑ fail to deliver the high standard of service expected
- ❑ fail to act within the values set out in Our DNA
- ❑ fall short of expectations in any way

or if you would like to discuss any element of our service provision please contact our **Managing Partner - Richard McNeilly**

In writing: **15 Colmore Row, Birmingham B3 2BH**

Email: [rmcneilly@dains.com](mailto:rmcneilly@dains.com)

Phone: **0845 555 8844**



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