

Financial Solutions for your business



Your Accounting and Business Partner for Life



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Managing Director Statements

Holistic Financial Solutions for your Business

Through the use of modern innovative technology, we transform the traditional accounting & record keeping to more informative historical information and help you as business owner interpret your historical information and changing your historical reporting into live information that helps you plan ahead. In today's changing business environment, every business owner needs to be dynamic and able to adapt to changes in markets and in the way in which everyday business is done.

Typically, the owner managed business might be very successful, but often the owners are so caught up in the day to day operations that a view from a different angle might be needed to identify opportunities to be even more successful. This is where we help you think out-of-the-box. We believe that sometimes the smallest change in mindset can transform your already successful business, taking it from good to great. Whatever your challenges are, talk to us. We embark on this journey with you and help you stay on course.



Pierre Gouws CA(SA) – Knysna

Director

It is my pleasure to introduce you to our comprehensive range of accounting and tax related services, designed to help you navigate the complexities of your financial landscape with confidence.

At Southern Right, we are dedicated to delivering expert accounting and business solutions that cater to both individuals and businesses. Our team of skilled professionals brings extensive experience and a client-focused approach to every engagement, ensuring you receive the highest level of service and tailored advice.

We specialise in bookkeeping, tax planning and compliance, financial statement preparation, payroll services, and business consulting. Whether you are a small business owner seeking to streamline your financial operations or an individual looking for personal tax guidance, Southern Right Financial Solutions is here to support you at every step. Integrity, excellence, and building lasting relationships are at the core of our values. Your financial success is our utmost priority, and we are committed to providing you with the tools and insights needed to achieve your goals.

Thank you for considering Southern Right Financial Solutions. We look forward to partnering with you on your financial journey.

About Us

Southern Right Financial Solutions is a dynamic network of independent accounting firms working in association. We are non-traditional accountants providing our services to various types of entities and individuals.

With offices situated in the Garden Route, the Southern Right whale is an icon to us and one of the great wonders of nature we have the privilege to experience in this beautiful area. We use every opportunity to tap into this wonderful piece of nature we live in, for relaxation and inspiration. Southern right whales spend the summer months feeding around Antarctica and then migrate thousands of kilometres to the sheltered bays of South Africa to mate and calve. These whales have a built-in compass for this tremendous annual journey. At Southern Right Financial Solutions, as indicated by our logo, we are also guided by our own built-in compass of excellence, integrity and professionalism.

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A compass provides direction to a person on his or her journey.

Similarly, we help you interpret your financial information to make sense of it and ensure you are heading in the right direction of your business journey. As we know, it is sometimes necessary to take alternative routes or alter your direction to get around obstacles, but the compass helps to ensure you are still heading in the right direction.

Trusted Guidance. Proven Expertise. Your Partner in Financial Success.



We guide your financial journey with integrity, precision, and care.



Purpose Statement

We are so much more than just your ordinary accountants. We are a team of qualified professionals with a vast range of expertise and years of experience. Our goal is to give our clients peace of mind. Compliance is complex, but our team has got you covered. We take a personal interest in our clients' businesses and we want the businesses to grow, thrive and go from strength to strength. Our clients' successes are our successes. We are your accounting and business partner for life!



Our Mission

The company's biggest asset is our staff, and we go the extra mile for them, so they can go the extra mile for our clients. We aim to create a positive work environment for our staff and encourage and help them to be the best they can be. Growing people in skill and confidence is our aim!

Our main objectives are all about having good relationships with our clients, by being reliable and delivering a great service consistently. We are innovative, identify new opportunities for our clients and help our clients see the bigger picture for their business. We are confident in the quality of service we can offer and every day we strive to add value to our clients' businesses instead of merely ensuring compliance.



Our Vision

If we live out our mission every day and fulfil our purpose, our clients will feel that they are a part of our practice family. We will be the preferred business partner for small businesses and have a significant positive impact on the economy of the Garden Route of South Africa.



Our Values



Integrity

We conduct every transaction and interaction with honesty, fairness, and transparency, ensuring that trust is at the core of everything we do.



Ethical

We uphold the highest ethical standards, ensuring integrity and fairness in every financial decision and service we provide.



Professional

Our team delivers expert financial services with professionalism, precision, and a commitment to excellence.



Trust

Trust is the foundation of our relationships. We build lasting partnerships by prioritising honesty, transparency, and reliability.



Quality

We provide top-tier financial solutions tailored to meet your needs, with a focus on delivering consistent quality and value.



Confidentiality

We handle all client information with the utmost discretion, ensuring your financial data is secure and private at all times.



Our Leadership Team



**Pierre Gouws CA(SA),
RA - Managing Director - Knysna**

Pierre obtained his BCom(Acc) degree from the University of Pretoria in 1998, and HonsBCompt (Unisa) in 2000. After completing his articles at a small firm in Pretoria, Kellerman Nel & Bruni in 2000, he joined the Hannover Reinsurance Group where he served in various financial positions in the group over a ten year period, gaining a range of experience in financial accounting, consolidations and corporate tax, for both short term insurance and reinsurance. Pierre qualified as a Chartered Accountant in 2002 and is a registered Chartered Accountant (SAICA), Registered Auditor (IRBA) and also a registered Tax Practitioner at SARS.

During his career, he was involved in small accounting and audit firms in Randburg and Pretoria. In 2016 he decided to relocate to Knysna where he joined the PKF family and in July 2017 became managing director of PKF VGA Knysna Incorporated. Since August 2020 the firm was changed to Southern Right Financial Solutions Incorporated where he is currently managing director.

In his spare time, Pierre enjoys Boating, Golf, a braai with friends and family.



**Marnus Meyer CA(SA),
RA - Director - Knysna**

Marnus did his Honours in B.Com Risk Management at NWU (Potchefstroom) in 2010. He then obtained his B.Compt Financial Accounting degree in 2014 and Post Grad Diploma in Applied Accounting Sciences in 2018 from Unisa. He completed his articles in 2014 at PKF (VGA) Knysna and qualified as a Chartered Accountant (SA) in 2020. He joined SRFS Inc. in 2024.

Marnus is a Registered Auditor (IRBA) and was appointed director of SRFS Inc. in November 2024.

He leads the External Audit Department in Knysna, bringing extensive expertise in IFRS for SMEs, South African Companies Act, and both corporate and individual taxation.

In his spare time Marnus enjoys traveling and spending time with his family.



**Belinda Snyman CA(SA),
RA - Director Plett**

Belinda completed her articles at Deloitte in Durban, qualifying as a Chartered Accountant in 2015. She stayed on with the firm as an audit manager until relocating to Plettenberg Bay and joining PKF (VGA) Knysna Inc in April 2016. She was appointed director of PKF (VGA) Knysna Inc in May 2018.

She headed the external audit department in Knysna until she started Southern Right Financial Solutions in Plettenberg Bay in 2024. Belinda is a Registered Auditor (IRBA) and Tax practitioner.

She has a range of experience in IFRS, IFRS for SME's, South African Companies Act requirements, Company and Individuals Tax.

In her spare time Belinda enjoys competing in show jumping, gaming, going to the beach, spending time with her family and friends.



Andri Groenewald CA(SA)
- Associate, Tax Practitioner

Andri obtained her BCom(Acc) degree from the Rand Afrikaans University in 2004 and BComHons(Acc) from the University of Johannesburg in 2005. Andri did her articles at Deloitte in Johannesburg and qualified as a Chartered Accountant in 2009. She worked as an audit manager at Deloitte for seven years thereafter. During her last three years at the firm, she moved over to the National Office Audit technical department where she spent the majority of her time training the audit partners and managers across all the African branches of the firm.

Although she worked for a Big 4 firm for 10 years, her clients were mostly small and medium-sized entities and owner-managed or international companies with local branches in South Africa.

Andri joined PKF VGA Knysna Inc. in September 2017 and currently heads our Tax department.

In her spare time, Andri enjoys reading, hiking and spending time with family and friends.



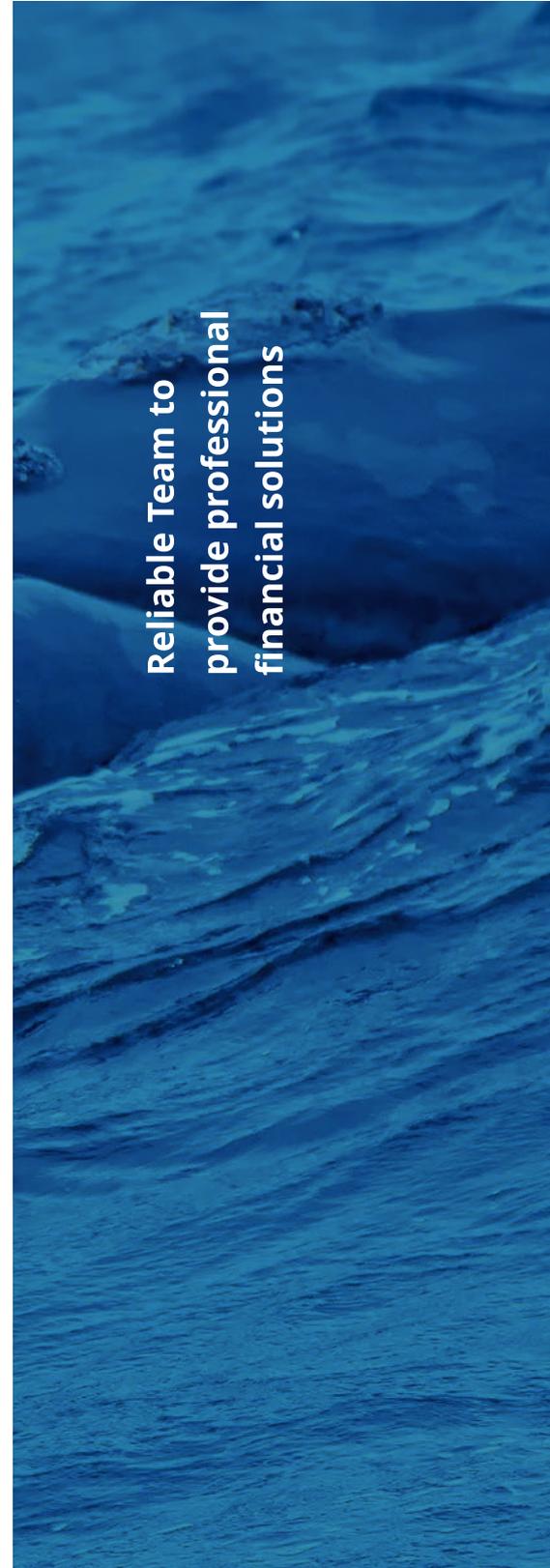
Liezl van Rooyen
- Office Manager, Secretarial and Payroll Solutions

Liezl joined BMS Emporium as the PA to the director in 2013 after 18 years in the restaurant trade. As part of her PA duties, she was involved with the tax administration and all SARS registrations & de-registrations.

Liezl also trained in the Secretarial department to assist the manager and got promoted to Secretarial Manager in 2015 and when BMS amalgamated with PKF (VGA) Knysna (now Southern Right Financial Solutions) in 2016 she took over the Secretarial Department.

In 2017 she obtained a certificate through UCT for Payroll and Tax Administration and managed the Payroll, Secretarial and Tax Department. Currently Liezl is the Office Manager at Southern Right, manages the administration side of Tax and Secretarial departments and assist with all new FIC legislation and reporting.

In her spare times she loves to read, play netball and going to the beach.



**Reliable Team to
provide professional
financial solutions**

Our Services

We provide comprehensive financial services designed to help you achieve your personal and business goals. Whether you need expert guidance on tax planning, corporate governance, business management, or financial trusts, our team of dedicated professionals is here to offer tailored solutions that meet your unique needs. With a commitment to ethical practices, professionalism, and confidentiality, we ensure that your financial future is in trusted hands. Our expertise, combined with a deep understanding of local and global markets, allows us to deliver innovative, reliable, and high-quality financial solutions.

We don't just manage your finances—we partner with you to build a secure, sustainable future



Accounting Solutions

From bookkeeping to financial statements, we provide a holistic service in terms of your historical reporting. But even more important, having the information available to make decisions on up-to-date or projected data.

There are various software solutions available for your unique business needs. Talk to us on how we can help you set up systems and processes to take your business reporting to the next level.



Tax Solutions

Our registered Tax Practitioners are specialists in their field. Individual and corporate income tax administration and handling of issues with SARS is their daily bread.

Other than tax compliance, tax planning is also important to ensure you pay what you need to but not too much. Talk to us to help you efficiently plan your tax affairs within the legal limits.

Company and Close Corporations

Trust

Individual Tax Returns, Tax Admin, Verification and Objections, Tax Planning etc.



Audit Solutions

Although having an audit might seem daunting, our professional audit team is well equipped to make your audit experience as painless as possible.

We provide audit and independent review engagements on all types of entities in various industries. Our professional staff have a combination of big 4 audit firm and small practice experience allowing us to tailor audit solutions to your business requirements at the right technical level and skill.



Secretarial Solutions

Our Secretarial department covers the whole scope of services from company registrations and amendments, to annual return submissions and compliance services.

A range of services include, but is not limited to the following:

- Company Registrations
- Director changes
- Annual returns submissions
- Trust and Company registrations



Payroll Solutions

We offer the full administration of payroll services to all sizes of entities.

The related taxes and unemployment insurance fund compliance can be a headache. Why not let us take care of this admin burden for you?

- Payroll setup and processing
- EMP returns
- UIF
- Workmen's Compensation



Retirement and Estate Planning Solutions

Estate planning is a topic often neglected or simply avoided as many people don't like to think about their own death. We help you make sure your affairs are in order should the inevitable happen. By careful planning your estate can be dealt with in a tax efficient way.

By partnering with industry specialists, we can help you make sure your retirement planning is in order and this goes hand in hand with estate planning. We also help you draw up a will so that you can have peace of mind that your loved ones will be catered for once you pass on.



Navigating Your Financial Future with Integrity and Expertise.

Let's work together to build a stronger, more prosperous future for your business.



Advisory Solutions

Whilst you are the specialist in your specific area, we work with a vast client base and see a lot of different business models. Over the years we have gained experience in a wide range of business arenas. Our understanding of what makes businesses succeed might be just what you need to help your business too.

Whether you are buying or selling a business, looking to expand or just looking to improve efficiency and streamline processes, let us help you make the right decisions based on risk analysis and cost efficiency.



Training Solutions

As specialists in the accounting profession we share our knowledge by offering a range of training programmes. Software Training on systems like Xero, Sage, PaySpace etc.



Coaching

Let us be your “Non-Executive Financial Director”

By attending your Board meetings, we are here to fulfil a role assisting your business to be successful. Through interrogation of numbers and ideas, we help you limit the risks and control costs. A board meeting is where we mean business, it is not just a get-together. Through fair and honest discussions, firm decisions are often needed. Business is hard. Sometimes you may just need a pep-talk, or a bit of motivation. Maybe it is not as bad as you think. But often it helps just to talk about it.



Financial Management Programme

Financial Management Programme in conjunction with South African Financial Management Consulting

This programme is a personalised Financial Management Programme in which your money is managed holistically through one portal. This simplifies your personal and corporate (if applicable) Financial Planning. All solutions are Bespoke and specially designed around your personal objectives, goals and dreams. It creates and optimises your short, medium and long-term planning.



Safinco



SouthernRight
Financial Solutions
Your Accounting and Business Partner for Life



Auxiliary Services

Wealth Management, Insurance, Retirement Planning etc.

Through strategic partnerships with various professional service providers, we can provide you access to specialised wealth managers, short term insurance, life insurance, Retirement Annuities, Investment Advice etc. So, talk to us to gain access to these specialised brands:



Guided by Excellence,
Inspired by Nature



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Empowering Your Financial Success.

Let us help you
take control of your
financial journey
today.





Our Dedicated Team, Your Trusted Support

Behind every successful business is a team of dedicated professionals who work with precision, passion, and expertise. At Southern Right Financial Solutions, our skilled accountants, tax specialists, and support staff are the backbone of our operations, ensuring that every client receives the highest level of service. From managing financial records to providing expert advice, our team is committed to making complex processes seamless and stress-free. Their dedication, experience, and attention to detail help businesses stay on course and achieve long-term success.

At the heart of what we do is a team that truly cares — because your success is our priority.



Setting the Standard in Financial Excellence

As a proud Xero Silver Partner and Sage Partner, we bring you the best in cloud-based financial solutions to streamline your business.

Our affiliation with the South African Institute of Tax Professionals and the Chartered Accountants Worldwide Network reflects our commitment to maintaining the highest standards of professionalism and integrity.

We're also an Accredited Training Provider, nurturing the next generation of financial experts, and an active Member of the Greater Knysna Business Chamber, dedicated to supporting and growing our local business community.

With our diverse accreditations and global connections, you can trust us to deliver expertise, innovation, and reliable financial solutions tailored to your success.





Contact Us

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