



A wealth of experience

Nathan Haglund

Amy Kerr and Associates (AKAA)

Nathan Haglund brings a wealth of experience and qualifications to his role as partner and co-owner at AKAA. Originally completing a Bachelor of Business Studies majoring in both economics and finance, Nathan had a well-established career in the banking industry before becoming an accountant. "I enjoyed my time in the banking industry," says Nathan. "It gave me a thorough understanding and grounding in business and finance."

While at university he also managed to meet his, now wife, Nicola. The pair met at university and have been together ever since. "We actually got married as a bit of a bribe so I could see the All Blacks in Sydney," quips Nathan.

Around 10 years ago Nathan decided it was time to build on his career and his love of numbers and completed the 15 papers required to become a chartered accountant. "It was a natural progression for me," says Nathan. "I loved working with businesses and seeing them succeed. I realised I could help even more as an accountant."

Originally working for another local accountant, Nathan seized the opportunity to become a partner in a larger firm that had a broader client base. "AKAA has a strong commercial client base which suits my skillset and allows me to continue to develop further personally," says Nathan. "We have a great team. I really enjoy increasing my knowledge base, collaborating and continually growing." Nathan notes that AKAA also work with both major accounting systems – MYOB and XERO, which provides more options for clients.

Nathan's business banking background puts him in good stead for the part of his role that includes financing and lending. "I still have strong relationships with the local banks that helps smooth out the process for my

clients," he says. Adding, "Accounting is about so much more than numbers. It's also about building and maintaining relationships and that's the part I really enjoy."

"And no question is a silly question in my office."

Nathan describes his philosophy about supporting business people as one of supporting their 'big ideas' with wrap-around business strategy support for those who want it. "I love it when my clients share their dreams and goals with me – no matter how big or small they are," he says. "Some of my clients have said they've felt silly in the past for sharing their big ideas with previous accountants but I would never judge someone for thinking big – quite the opposite. Sure, sometimes I have to provide the 'sanity check' – but I would never make them feel silly for dreaming big. And no question is a silly question in my office."

Nathan notes that business is not always easy and part of his role is helping people going through financial rough patches out to the other side.

Nathan and Nicola lived in Taranaki and Wellington for 10 years before the desire arose to come back to Nathan's home of Wairarapa to raise their family. Together with their children, age 10, 12, and 15, they love living here.

Nathan and Nicola share a passion for motorbikes and go on regular trips with their friends from school days. "It's the boys' turn next. We're off to Hawke's Bay at the end of the month," he says. Adding cheekily that the wives are more "fair weather opportunists". Together, they have circumnavigated New Zealand twice over the years.

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