

NORDENS accountant

CASE STUDY

"RQ turned our referral network from an inbox full of unknowns into a single, trusted system. It's structure, safety, and simplicity in one."

MITCH HAHN, CEO

NORDENS
Not the ordinary

SUMMARY

Referrals were scattered across inboxes, creating risk, wasting opportunities, and lacking oversight. Now every referral is trackable, compliant, and easy to manage, giving Nordens and its clients confidence.

33

Relationships
on RQ

32

Advisers
on RQ

73

Referrals
sent

7+

Referrals
per month

1

BACKGROUND

NORDENS

Nordens is one of the UK's leading independent accountancy firms - a top 100 practice known for its advisory strength and fast, organic growth.

Its teams help business owners grow, exit, and achieve their goals across a range of services.

This broad remit creates opportunities for referrals, as clients often need other trusted advisers.

2

CHALLENGE

Unstructured and risky process

Referrals were made informally over emails, with no central record - creating confusion, inefficiency, and compliance risk.

Lack of control and oversight

Leadership lacked visibility over referral activity, making it difficult to monitor progress or ensure introductions were directed to the right partners.

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SOLUTION

RQ

Compliant and trackable referrals

Nordens now manages a single, structured system where each referral is recorded, audit-ready, and automatically includes compliant disclosure wording.

Trusted, values-led partnerships

All approved partners sit within Nordens' RQ account, giving staff clarity on who to work with and ensuring every referral aligns with the firm's standards and client-first ethos.

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IMPACT

32 staff now use RQ across the firm, with 33 partner firms and 70+ referrals made in just 9 months.

Each introduction is tracked from start to finish, visible in one central dashboard, and automatically recorded for compliance.

Approved partners are clearly defined, ensuring the right firms are used, while clients experience a smoother better process.