

From the start: consciously not the bookkeeper next door

Client: Bureau Roza
Sector: Marketing &
photography

As an entrepreneur, Annelies knows better than anyone how important visibility is. With Bureau Roza, she helps other entrepreneurs put themselves on the map through marketing, strategy, content creation, and photography. But behind her own growth, there's also a reliable partner: **ADE Consultants**.

From day one

Annelies founded Bureau Roza in July 2021. Right from the beginning, she partnered with ADE.

"I didn't want just a local bookkeeper," she explains. "I was looking for someone in tune with the digital age, approachable, and human."

An ADE marketing campaign caught her attention—and the connection was immediate.

"It just felt right: professional and personal. And it still does."

Why ADE Consultants?

What convinced Annelies right away was the combination of smooth communication and technological innovation.

"I wanted an accountant I could easily reach, someone who thinks along with me. That's exactly what I found at ADE."

For her, the personal approach makes all the difference.

"You've grown as a company, but that human touch has stayed. I don't feel like a number. You're genuinely rooting for me."



The impact on Bureau Roza

Working with ADE gives Annelies peace of mind.

“I’ve never had to wait for an answer. I always get a timely heads-up when something is needed. It feels carefree—like one less thing to worry about.”

She also greatly values the transparent communication about deadlines and accounting updates.

Trust above all

As a marketer, Annelies knows how important trust is—also in her accountant.

“I trust ADE completely. That allows me to focus on my core business—without stress or doubts.”

Lessons for other entrepreneurs

According to Annelies, ADE’s strength lies in the combination of speed, digitalization, and the human touch.

“You’re working with real people, not some invisible agency. It’s truly a human-to-human story.”

Conclusie

She laughs as she adds:

“Of course, I’d love to keep more money in my pocket—but that’s more about the Belgian system than about you!”

