



WISE START
البداية الحكيمة

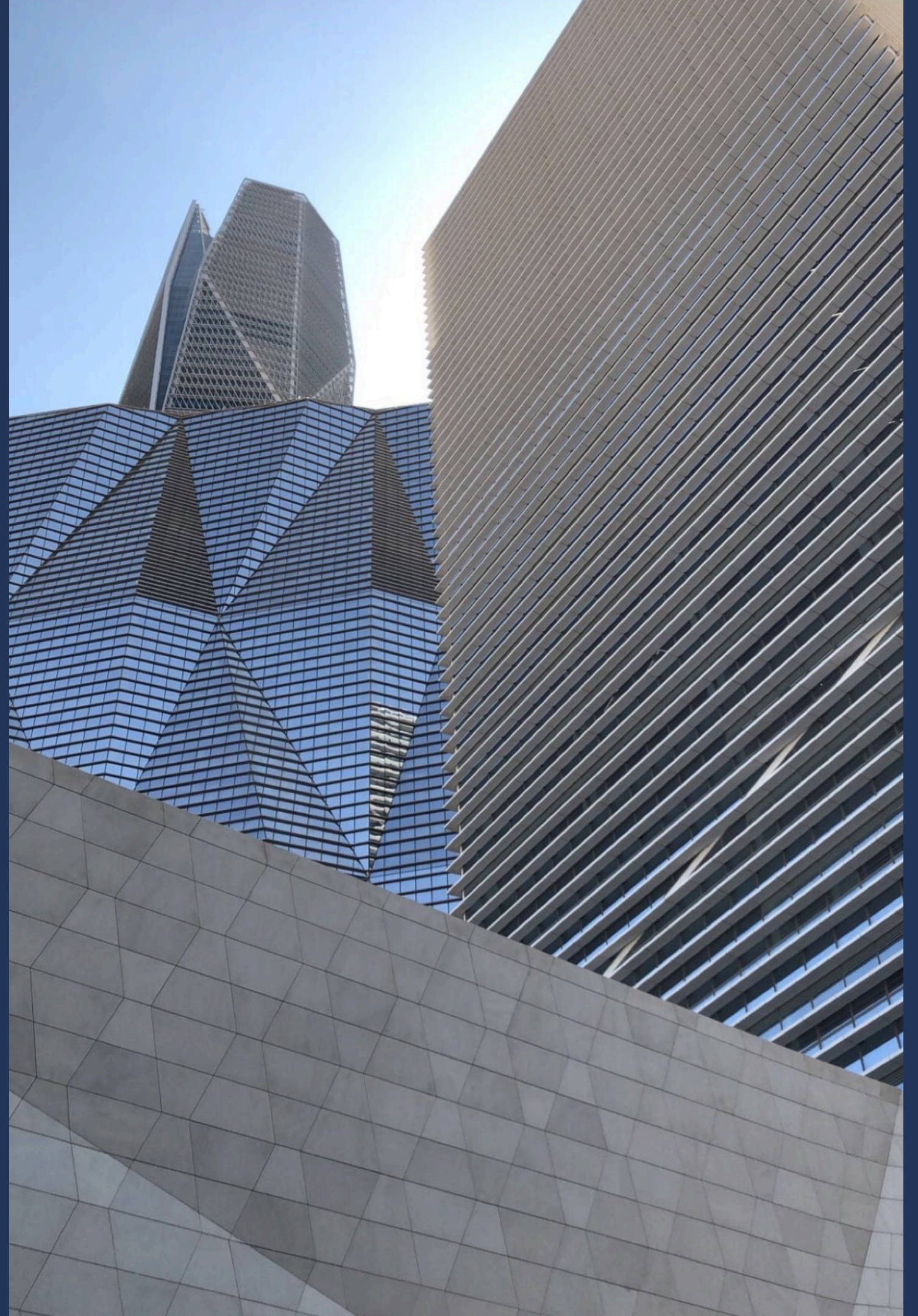
Office Profile

WWW.WISESTART.NET

info@wisestart.net

+966556309037

Office No. 8 | Unified Number: 7031690303 | License No.: 887





ABOUT THE OFFICE

Wise Start, established in 2021, is a leading professional company in the Middle East and Saudi Arabia, specializing in delivering innovative and effective financial solutions. The company is committed to achieving investment goals while maintaining the highest standards of quality and service.

Our Services offers a comprehensive range of accounting and financial services, including:

1. Auditing and Review Services
2. Financial and Administrative Consulting Services
3. Bookkeeping Services
4. Tax and Zakat Services
5. Accounting Supervision for Off-Plan Sales Projects "Wafi"



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VISION

To be the trusted and leading partner in delivering comprehensive accounting and financial solutions in the Saudi market.

MISSION

- To comprehend the client's business and requirements.
- To offer advisory services that support client business growth.
- To create business plans that maximize client benefits.
- To provide recommendations and support clients during implementation.
- To conduct ongoing follow-up and assessment of financial performance.
- To keep clients updated on all changes to financial systems in Saudi Arabia.

Wise Start, the leading company in financial and tax consultancy in Saudi Arabia, offers innovative financial solutions, including tax planning, zakat calculation, wealth management, and financial asset valuation, with a commitment to the highest standards of quality.

- ✓ Analyzing the current financial situation.
- ✓ Initiating the implementation of the financial plan.
- ✓ Providing ongoing support to investors.
- ✓ Developing an effective investment plan.
- ✓ Continuous monitoring and evaluation of financial performance.
- ✓ Offering ongoing support for wealth management.



How do we work?

- ✓ Understanding the customer's activity and needs.
- ✓ Keeping customers up to date with changes in financial regulations.
- ✓ Providing our advice and recommendations and helping clients implement financial plans.
- ✓ Make recommendations and provide assistance in implementing them.
- ✓ Developing a business plan to maximize the customer's benefit.
- ✓ Providing consultative feedback to the client to develop their business.



Auditing and Review Services

1. Financial Statements Audit:

Financial statement audits are crucial for ensuring the integrity of information relied upon by investors and capital markets, a responsibility Wise Start's audit professionals take seriously. The company is dedicated to delivering high-quality audits through technology and a skilled team, enabling adaptive responses and meaningful engagement with stakeholders. Wise Start emphasizes that innovations enhancing audit quality are vital for the organizations they support, aligning with their duty to society and capital markets.

Our audit services encompass:

- External Audit and Assurance: Verifying the accuracy and validity of companies' financial statements.
- Review and Examination of Financial Statements: Thoroughly analyzing financial statements to ensure compliance with accounting standards.
- Limited Confirmation Reports: Delivering tailored reports with a limited scope to meet specific client needs.
- Agreed-Upon Procedures: Executing predefined audit steps as mutually agreed with the client.

2. Internal Audit:

Providing precise and sophisticated internal audit services that deliver trustworthy results, fostering growth and development for the organization.

This includes thorough internal audit reports with targeted recommendations and analyses to identify strengths and weaknesses, highlighting strategic opportunities to enhance performance and boost profitability. Wise Start prioritizes high-quality standards and strict adherence to financial laws and regulations, utilizing their expertise to refine internal audit procedures.

Financial and Administrative Consulting Services

Wise Start provides innovative and tailored financial and administrative solutions to meet the needs of companies and individuals. These services are supported by a specialized team with expertise in taxes, zakat, accounting, and financial planning. The accounting professionals analyze financial statements and performance reports to assess a company's financial standing and operational effectiveness, identifying strengths and weaknesses to provide valuable advice for enhancing financial management and achieving sustainability.

We offer a variety of services to our clients:

- Feasibility Studies and Business Plans: Crafting comprehensive feasibility studies and business plans to achieve business objectives.
- Company Evaluation and Due Diligence: Delivering precise company evaluations and thorough reviews of financial and administrative conditions.
- Evaluation of Information Management and Security Systems: Assessing and enhancing information management and security systems to ensure data protection.

Bookkeeping Services

Wise Start offers technical support for recording accounting entries based on client-provided documentation, along with recommendations for necessary adjustments in accounting and documentation processes.

Our distinct advantages include:

- **Exceptional Accuracy:** Meticulously handling every detail in recording financial transactions to prevent errors that could impact data reliability.
- **Adherence to Standards:** Ensuring compliance with local and international accounting standards, financial laws, and regulations to enhance stakeholder confidence.
- **Tailored Services:** Designing accounting bookkeeping services to meet the specific needs of each client, aligning with their requirements and industry.
- **Improved Financial Efficiency:** Providing regular reports that assist management in making strategic decisions based on precise and current data.
- **Convenient Access:** Facilitating easy access to financial records and analytical reports for ongoing monitoring and evaluation of financial performance.

Tax and Zakat Services

Wise Start consultants provide comprehensive, business-focused advice on various tax and zakat issues, customized to specific client needs, with the aim of achieving goals responsibly and sustainably.

The firm upholds the highest professional standards, recognizing that violating laws, regulations, and tax authorities worldwide can lead to serious consequences. With specialized tax expertise, extensive industry knowledge, and insights, Wise Start assists businesses in evaluating their needs while ensuring competitiveness, compliance, and accountability through diverse services

Our tax and zakat services include:

- **Review and Preparation of Zakat and Tax Returns:** Gathering and organizing tax information to accurately and timely submit zakat and tax returns. The team meticulously analyzes financial data to verify accuracy and completeness, ensuring compliance with all tax and zakat laws and regulations. This promotes financial transparency and strengthens financial standing with the Zakat, Tax and Customs Authority.
- **Tax and Zakat Audit and Objections:** When the Zakat, Tax and Customs Authority requests an examination, the team studies the request, reviews necessary data, documents, and accounts, and provides technical support during examination sessions.
- **Refund of Tax and Zakat Amounts:** Submitting refund requests and supporting documents to the Zakat, Tax and Customs Authority, and following up on the refund process until completion.
- **Tax and Zakat Consultations:** Providing customized consultations to determine efficient tax strategies for improved financial performance, in accordance with Saudi Arabian regulations.

Accounting Supervision for Off-Plan Sales Projects “Wafi”

Wise Start is qualified for "Wafi" project selling on map certification. Their team is qualified and holds the necessary certificates to provide this service at the highest professional level. They review and audit financial documents and data related to the value of sold units, verify and approve payment documents, and generate periodic reports on required financial and accounting operations.

Our Team

The **Wise Start** team possesses extensive experience in financial market analysis and risk management, enabling them to provide innovative and integrated investment solutions. They combine precision in analysis with creativity in innovation to offer clients the best financial advice that meets their aspirations and achieves their goals with high efficiency and professionalism.





Deema Al Ajlan
Key Professional Partner

Qualifications

- Holds a Bachelor's degree in Accounting with an excellent grade and Honor student from King Saud University— Riyadh.
- fellowship of the Saudi Organization for Certified Public Accountants (SOCPA).

Experience

- Deema is a Partner at Deema Al Ajlan Certified Public Accountants Co. since November 2021, responsible for reviewing.
- and certifying financial statements for entities requiring investor assurance or regulatory compliance.
- She previously worked at SNB Capital from July 2020 to July 2024, holding roles as Internal Audit Analyst and later Associate. She was involved in assessing internal controls, corporate governance, and regulatory compliance, and supporting accurate financial reporting.
- In 2020, Deema served as a Senior Auditor at BDO Dr. Mohamed Alamri & Co., where she led audit engagements for both private and publicly listed companies.
- Earlier in her career, she worked at the Technical College (2011–2019), holding positions as Trainer and later Head of Community Service, where she managed training programs and departmental operations.

Our Clients



An aerial view of a modern city skyline at sunset. The sky is filled with dramatic, dark clouds, and the sun is low on the horizon, casting a warm glow over the buildings. The city is densely packed with skyscrapers and modern architecture. The text "Thank You" is overlaid in a large, bold, blue font on the left side of the image.

Thank You