TOUCHSTONE.
ADVISORY®

Certified B Corporation

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ABOUT US

Touchstone Advisory is an independent valuation firm built on decades of experience gained at leading advisory firms. We combine the technical expertise and rigorous standards of top-tier practices with the flexibility, agility, and personal service of an independent business.

Our team includes Chartered Accountants, Chartered Financial Analysts, Chartered Tax Advisors, as well as experience from within HMRC's Shares and Assets Valuation division. Together, we bring technical knowledge and commercial insight, blending exceptional credentials with deep industry expertise. We also collaborate with Andersen Global, connecting us to a distinguished network of valuation firms worldwide.

As a certified B Corporation, we are proud to be part of a global movement using business as a force for good. Our commitment to sustainability and social impact reflects our values and drives us to deliver better outcomes for clients and communities.

WHAT MAKES US DIFFERENT

- With decades of valuations experience at the Big 4 accounting firms, we combine the technical expertise of a large organisation with the personalised service and flexibility of an independent practice. Our approach is tailored to the unique needs of your business, delivering practical and clear advice to help you make confident, informed decisions.

- We do not just provide a valuation number; we offer a comprehensive solution. Leveraging our expertise in accounting, tax, and financial reporting, we assess the broader impact of our findings and work with you and your advisors to address the bigger picture. If needed, we draw on our trusted network of specialists to deliver tailored solutions.

- Software is at the heart of what we do, enabling us to deliver advice quickly, accurately, and more cost-effectively. This technology-driven approach replaces slow, outdated methods, delivering better outcomes while saving you time and money.

OUR SERVICES

Whether you are navigating a transaction, resolving a commercial dispute, or seeking valuations for tax and financial reporting, our team is ready to provide the support you need.

Tax valuations

- Employee share schemes
- Deferred consideration and earn-outs
- Employee Ownership Trusts
- Carried interest
- International transactions
- Inheritance tax, capital gains tax and stamp duty/SDLT
- Negotiations with HMRC

Financial reporting valuations

- Share-based payments
- Purchase price allocations
- Impairment testing
- Lease accounting
- Complex financial instruments
- Portfolio valuations

Independent and commercial valuations

- Statutory opinions
- Expert determinations
- Pricing analysis
- Strategic valuation and modelling

Touchstone Advisory have been a trusted partner to NorthEdge for some time, supporting us across our portfolio of investments. On a number of transactions, they have been brought in at short notice to address complex issues relating to employment-related securities. The team have consistently demonstrated their ability to navigate sensitive situations by engaging with multiple stakeholders, including buy-side advisers, to resolve valuation challenges with an extremely commercial approach to ensure deals are completed successfully and efficiently. Their combination of technical expertise, pragmatism and responsiveness makes them a highly valued partner.

PHIL FRAME, PARTNER
NORTHEDGE

OUR CLIENTS

We work with a wide range of clients - from established corporations and fast-growing businesses to private equity firms and founder-led enterprises. By combining deep industry insight, meticulous analysis, and a collaborative approach, we anticipate challenges and deliver robust, tailored solutions.

COMPANIES

We guide organisations of all sizes through complex valuation and reporting requirements, delivering clarity and confidence at every stage.

PRIVATE EQUITY

We partner with private equity firms throughout the investment lifecycle - from acquisition and portfolio valuations to exit planning and designing equity incentive arrangements. In addition, we conduct due diligence reviews of employment-related securities risks, ensuring potential issues are identified and addressed early ahead of an exit.

INDIVIDUALS AND TRUSTEES

We regularly advise founders, entrepreneurs, and senior executives, providing valuation advice for management incentive plans, succession planning, and tax structuring.

OUR SECTORS

Our industry-focused approach supports clients to address unique valuation challenges. By taking the time to understand your business, we offer actionable insights that guide strategic decisions and build lasting relationships founded on trust.

Transportation and Logistics
Recruitment
Cyber Security
Food and Beverage
Manufacturing and Industrials
Sports and Leisure
Artificial Intelligence
Professional Services
Education
Media and Entertainment
Telecommunications
Financial Services
Fintech
Construction and Engineering
Retail and E-Commerce
Real Estate
Hospitality and Travel
Healthcare
Pharmaceuticals and Life Sciences
Energy and Utilities

LEADERSHIP TEAM

We are a team of valuation experts backed by decades of collective experience and a track record for delivering exceptional client service.

KREKAR KAWANI
MANAGING DIRECTOR

Krekar founded Touchstone Advisory in 2021, bringing over a decade of experience at leading professional services firms, including KPMG and PwC. He has built a distinguished career in valuation services, specialising in complex engagements across diverse industries. Krekar has successfully led hundreds of valuation assignments, delivering practical and clear advice to support clients in making confident, informed decisions.

Krekar holds a degree in Psychology from the University of Warwick and is a Chartered Accountant and Chartered Tax Adviser.

Beyond his professional dedication to Touchstone Advisory and its clients, Krekar maintains an active lifestyle, enjoying regular gym sessions and playing five-a-side football.

TOMMY SHAW
ASSOCIATE DIRECTOR

Before joining Touchstone in 2023, Tommy spent 12 years at KPMG and EY advising a broad spectrum of clients on equity-based incentive arrangements, covering design, structuring, tax, accounting, and valuation aspects.

Tommy has a particular interest in tax valuation relating to management incentives and financial reporting valuation of share-based payment arrangements.

A University of Manchester alumnus, Tommy holds a first class degree in Plant Science and has supplemented his scientific education with financial acumen, passing his Chartered Accountant (CA) and ICAS Tax Professional (ITP) exams.

Outside of work, Tommy is a keen gardener and nature-lover. He also enjoys walking the UK coastline with his wife and two whippets.

Find out more

JAGPAL SINGH
ASSOCIATE DIRECTOR

Jag joined Touchstone Advisory in 2022, bringing more than 10 years of advisory experience across audit, financial due diligence, and valuations at PwC and Grant Thornton. He has developed a strong reputation for structuring and valuing management incentive plans, with a particular focus on supporting businesses in the consumer and industrial products sectors.

Find out more

SURBHI GOYAL
ASSOCIATE DIRECTOR

Surbhi joined Touchstone Advisory in April 2022, following over eight years of valuation experience. Previously, she was a Senior Manager in PwC's technology, media, and telecom valuations team. She specialises in the valuation of earn-outs and employee ownership trusts for tax and financial reporting purposes.

Find out more

AVINAV SAPRA
ASSOCIATE DIRECTOR

Avi began his career at PwC, where he focused on providing assurance and advisory services to public financial services companies. He specialises in financial reporting valuations, including share-based payments and purchase price allocations, with extensive experience across the financial services, consumer, and industrial sectors.

Find out more

PETER DONSON
ASSOCIATE DIRECTOR

Peter brings a wealth of experience in valuations, supporting businesses with purchase price allocations, share-based payments, financial instruments, and impairment testing. Before joining Touchstone in 2022, he spent over six years as a valuation specialist at PwC and Evelyn Partners.

Find out more

EVELYN SCHMIDT
ASSOCIATE DIRECTOR

Before Touchstone, Evelyn spent 16 years with HMRC's Shares and Assets Valuation team, progressing to G7 Senior Valuer. She provided valuation opinions for Capital Gains Tax, Inheritance Tax, share plans, growth shares, and minority interests. In SAV's Litigation and Technical Advice team, she led and negotiated contentious disputes to settlement.

Find out more

ERGIN KATROSHI
ASSOCIATE DIRECTOR

Ergin brings extensive expertise in tax valuations, with a strong focus on private equity-backed businesses across multiple sectors. He specialises in valuing Management Incentive Plans and has worked on projects spanning the UK, US, Europe, Canada, and Australia, navigating the complexities of international tax jurisdictions.

Find out more

SEBASTIAN SALT
ASSOCIATE DIRECTOR

Sebastian joined Touchstone Advisory in January 2026 and brings over 14 years' experience advising private and listed companies on the strategic, legal, tax and valuation aspects of share incentive arrangements. Before joining Touchstone Advisory, he worked as a share incentives solicitor at RM2 Employee Ownership and earlier in his career at Deloitte.

Find out more

ROSS HARDWICK
FINANCE DIRECTOR

Ross is a Finance Director with over 10 years of experience across start-ups, PE-backed firms, and international groups. A Chartered Accountant with a Law degree, he drives growth and transformation by leveraging data, strategic insight, and a hands-on leadership style.

CONTACT US

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Touchstone Advisory is regulated by the Institute of Chartered Accountants of Scotland.