

EXPAND YOUR REACH. GROW YOUR FIRM.

This top 75 Accounting and Advisory Firm had the opportunity to secure a time-sensitive \$1.6 million project.

Here's how we helped them:

- Rapidly scale up their team
- Exceed their client's expectations
 - Grow their business

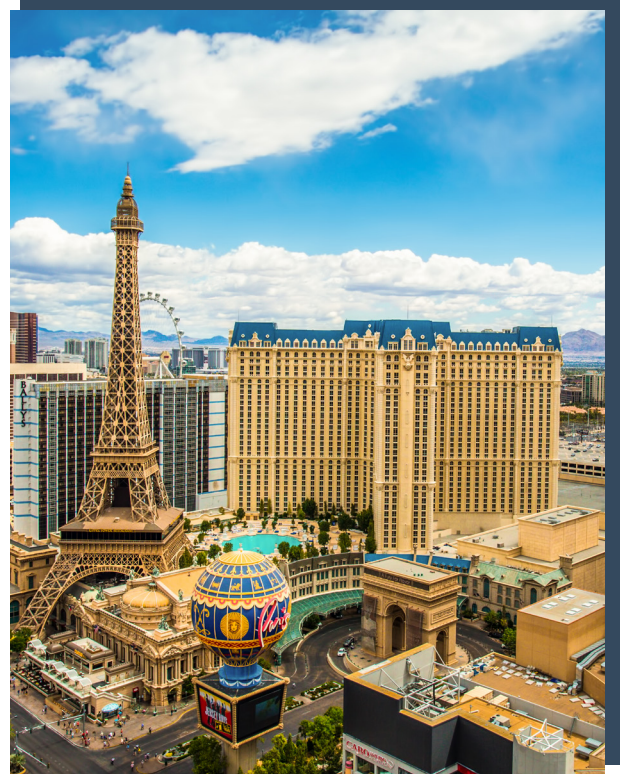


SUMMARY



Expansion and growth were on the horizon for this top accounting firm. They were already opening their doors to opportunities on the West Coast and in Europe when yet another opportunity presented itself to the firm: a project based in Las Vegas that would increase their revenue and market share within the region. The firm, however, was at an impasse. With no senior staff to spare, they needed to find a team of experienced and uniquely qualified senior associates and managers within a week in order to accept the job.

We met the challenge head-on. With our resources and input, we delivered a team of freelancers that have carried the project to success and brought recurring revenue to our client.



OUR ROLE

- Providing contract-based accounting professionals who would be willing to serve on the ground in Las Vegas for a period of 3+ months, with the likelihood of extending beyond a year.
- Maintaining an ongoing relationship with the client to continually match freelance talent with specific skillsets to high-value projects.

CHALLENGE



Originally, our client connected with us to support their tax practice through busy season.

But as we consulted with the firm's shareholders, we learned that the firm had aspirations to grow their existing advisory teams and expand into new service lines, including financial accounting advisory. Not only that, but they had the opportunity to outbid the Big 4 on a large finance transformation project in Las Vegas. With their senior-level staff fully utilized, the firm was at a crossroads: either hire staff for the project within one week or lose the bid.

Finding a qualified team on short notice was seemingly impossible. The project entailed specific objectives that would require trained and experienced accountants with a blend of public accounting and industry experience. Project objectives included **consolidations, revenue reporting, Salesforce integration, audit prep, finance transformation, and more**. The firm required no fewer than four senior associates and one manager to initiate the project.





ACTION

Within 24 hours, our Account Manager produced 6 senior associates and 3 managers for the firm to interview.



The Beech Valley team went straight to work. With our extensive network of pre-vetted CPA talent, we were able to quickly produce a pool of experienced candidates to meet our client's tight deadline.

Within 24 hours, our Account Manager produced 6 senior associates and 3 managers for the firm to interview. All were highly qualified. All were willing to report for work in Las Vegas by the following Monday.

Due to our working knowledge of the firm, their service lines, and the specialized needs of the project, we were able to select candidates who far exceeded expectations. Our client selected 5 of the candidates, all of whom began work in Las Vegas the following week.



OUTCOME



The project flourished. The team was able to solve challenging problems for their client, gaining a minimum 6-month extension on the original terms of the contract, and exceeding the firm's anticipated revenue. They accrued \$1.6 million during phase 1 of the project, with the client electing to extend the existing engagement team to assist with additional management reporting objectives.

All 5 of the Beech Valley freelancers had their contracts extended beyond the original terms of the project. Our client described them as, "Exceptional professionals doing great work for us!"

After nearly losing the project due to limited resource availability, the firm is delighted with Beech Valley's ability to vet, source, and maintain a constant selection of highly-qualified freelancers. Not only are they satisfied with the quality of the work accomplished, our client—in partnership with Beech Valley—has the resources to successfully and easily expand into new markets.



IN THE WORDS OF OUR CLIENT

"The current four freelancers are doing really well. We've invited them to the Las Vegas office party tonight! They're like part of our team, not seen as 'contractors.'"

"Tom has exceeded all expectations. He is crushing it. We've actually decided to extend a full-time offer to him. Thanks so much for your help!"

"Tracy was great and her attitude and work quality were excellent. We would definitely use her again when another need presents itself!"



BEECH VALLEY
SOLUTIONS

INTERESTED IN LEARNING MORE?

Reach out to contact@beechvalley.com or visit BeechValley.com for additional information.

We look forward to being in touch.
- Managing Directors, Brad Hughes and Josh Tarica