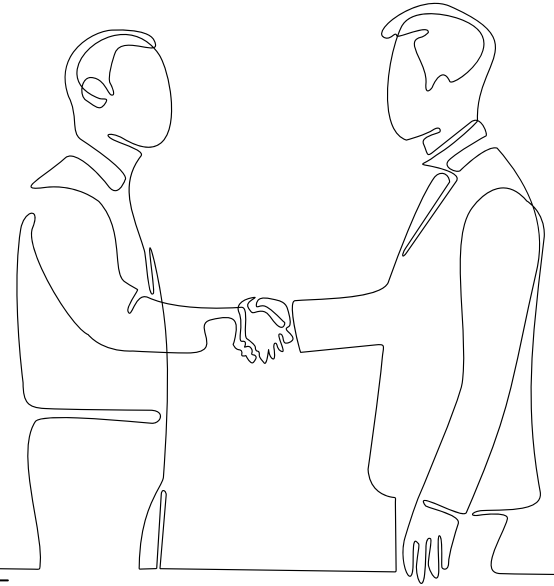


A Leap of Faith: Accounting Practice Overcomes Past Struggles and Embraces Growth with NextGen

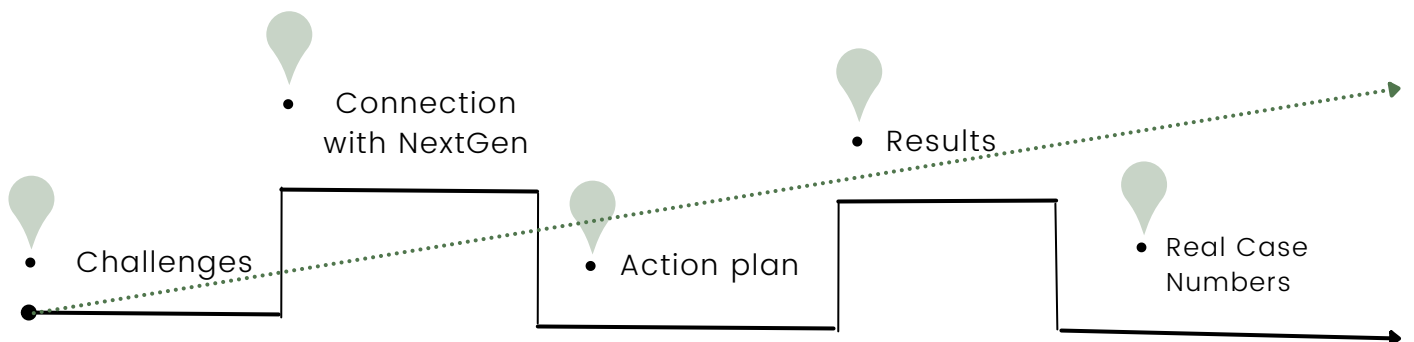


INTRODUCTION

Despite their combined industry experiences, the owner faced several challenges, including trusting an outsourcing partner again, growth constraints, and scaling processes for expansion.

He had previously tried outsourcing but had encountered a lack of experience from the outsourcing partner, resulting in numerous mistakes and the need to double-check everything.

EXPERIENCE MAP



CHALLENGES

Trusting an outsourcing partner again:

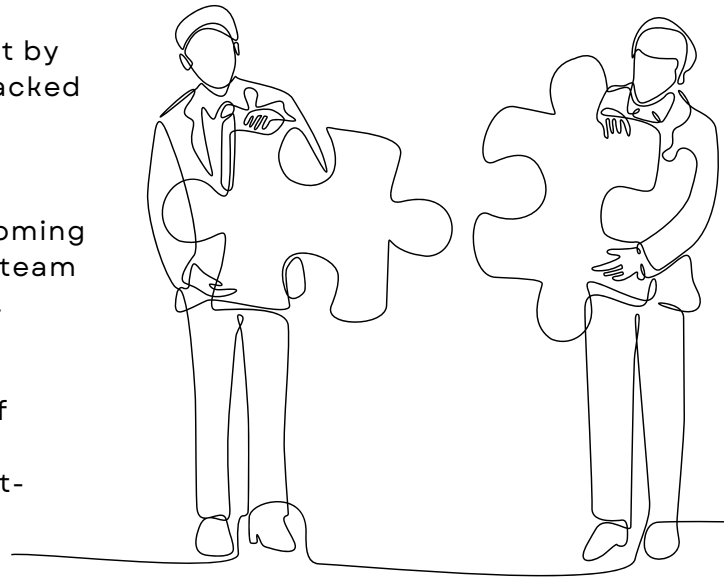
The practice had faced difficulties in the past by partnering with a back-office provider who lacked experience, expertise, and quality control.

Growth constraints:

Although the practice had many new leads coming in, the lack of trained and qualified in-house team members was hindering their further growth.

Processes for scale:

The practice struggled with the limitations of traditional, in-house bookkeeping, which prevented them from focusing more on client-facing activities and reducing day-to-day bookkeeping tasks on their schedule.



THE NEXTGEN CONNECTION: A FRESH START WITH OUTSOURCING

Determined to overcome past struggles and embrace growth, the owner conducted thorough research and came across NextGen. Impressed by their proven track record, decided to engage with NextGen and explore the potential benefits of partnering with an experienced outsourcing firm.

THE ACTION PLAN: FOCUSING ON TRUST, GROWTH, AND SCALING PROCESSES

NextGen collaborated with the owner and his team to create a customized action plan that addressed their specific challenges. The plan included:

Building trust: We assured the owner about our expertise and commitment to quality control by providing a dedicated account manager and a team of experienced professionals to work closely with the accounting practice's team.

Facilitating growth: Also, our skilled back-office support allowed the practice to take on new clients, boosting their capacity and overall growth.

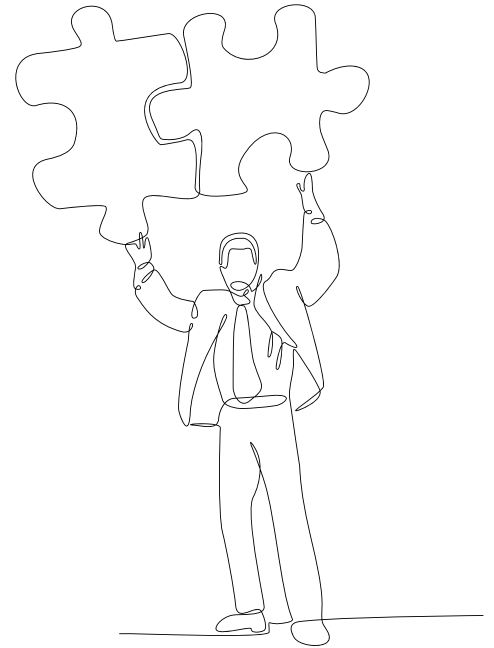
Streamlining processes for scale: With our support, our client's team could focus on client-facing activities while reducing their day-to-day bookkeeping tasks.

THE RESULTS: A NEW ERA OF SUCCESS AND CLIENT SATISFACTION

By partnering with NextGen, the accounting practice **experienced significant improvements in their overall efficiency, client retention, and customer satisfaction.**

The team could focus on **high-value, client-facing activities**, while NextGen's back-office support ensured accurate and timely financial reports.

As a result, this practice grew in both capacity and revenue, allowing them to expand their service offerings and meet the evolving needs of their clients.



REAL-CASE NUMBERS: MEASURABLE IMPACT

Before partnering with
NextGen:

- Monthly revenue: \$54,000
- Clients per bookkeeper: 15
- Services offered: Traditional bookkeeping and tax services

After engaging NextGen's
back-office support:

- Monthly revenue: \$162,000 (200% increase)
- Clients per bookkeeper: 45 (200% increase)
- Services offered: Expanded to include advisory services, real-time financial analysis, cloud-based bookkeeping solutions, and more comprehensive tax planning services

CONTINUED GROWTH AND SUCCESS

As this accounting practice continued to flourish with the support of NextGen, they were able to confidently take on new clients and expand into new markets. The practice became known for its excellent customer service and the wide range of specialized services it offered.

The partnership with NextGen allowed the owner and his team to stay ahead of industry trends and deliver unparalleled value to their clients.

Building a Stronger Team

The success achieved by partnering with NextGen also had a positive impact on the team. The bookkeepers were able to develop new skills and expertise by focusing on client-facing tasks, while NextGen took care of the more routine bookkeeping duties. This led to higher job satisfaction and employee retention rates, as the team felt more engaged and valued in their roles.

Embracing New Technologies

With the support of NextGen, the accounting practice was also able to embrace new technologies and streamline their operations. By adopting cloud-based bookkeeping solutions and leveraging real-time financial analysis tools, the practice could provide clients with up-to-date and accurate financial information, leading to more informed decision-making and ultimately, greater success for their clients' businesses.

A Bright Future Ahead

The partnership with NextGen has transformed this accounting practice, enabling them to overcome past challenges and achieve new levels of success.



As they continue to grow and expand their service offerings, the owner and his team are excited about the future and the opportunities that lie ahead. With the support of NextGen, they are confident in their ability to adapt to the ever-changing landscape of the accounting industry and provide exceptional service to their clients.

QUOTE FROM OUR CLIENT:



A CPA with a passion for serving small businesses, had built a rapidly growing accounting practice with the help of his diverse team of three bookkeepers.

