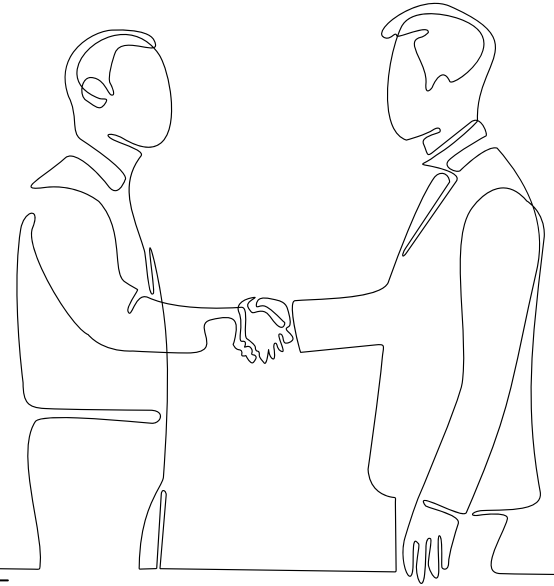


Quality Meets Growth: How Boutique Accounting Practice Scaled with NextGen's Support

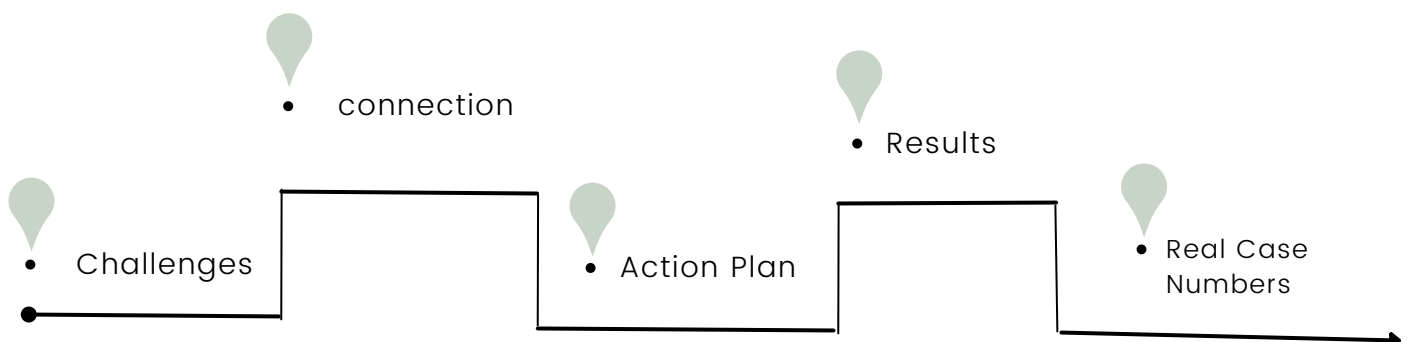


INTRODUCTION

A husband-wife team with a combined 40 years of experience, managed a boutique accounting practice that prided itself on providing high-quality services to their clients.

Despite their expertise and the dedication of their two bookkeepers, they faced challenges in scaling their business by focusing on bookkeeping to avoid the seasonality of tax services, managing their time more effectively, and overcoming staffing difficulties.

EXPERIENCE MAP

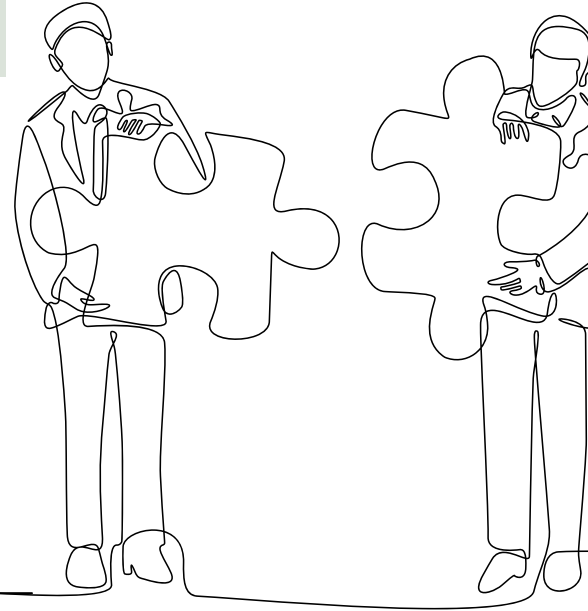


CHALLENGES

Scaling the business: The owners understood that scaling their business was possible only through bookkeeping, which would help them avoid the seasonality associated with tax services.

Time management: The increasing workload made it difficult for them to focus on their clients' needs while managing their team and the day-to-day operations.

Staffing: Attracting and retaining highly skilled bookkeepers to support their business expansion was becoming increasingly difficult.



THE NEXTGEN CONNECTION: A PARTNERSHIP FOR GROWTH

Our clients knew they needed a solution that could help them scale their business while maintaining their high-quality services. After conducting research, they discovered NextGen and were impressed by the company's proven track record in supporting accounting practices. They decided to explore the benefits of partnering with NextGen to achieve their growth goals.

THE ACTION PLAN: SCALING THE BUSINESS WHILE OVERCOMING STAFFING DIFFICULTIES

NextGen worked closely with the owners to develop a customized action plan that addressed their specific challenges. The plan included:

Expanding bookkeeping services: We provided skilled bookkeepers to support the expansion of their bookkeeping services, allowing them to focus on growing their business.

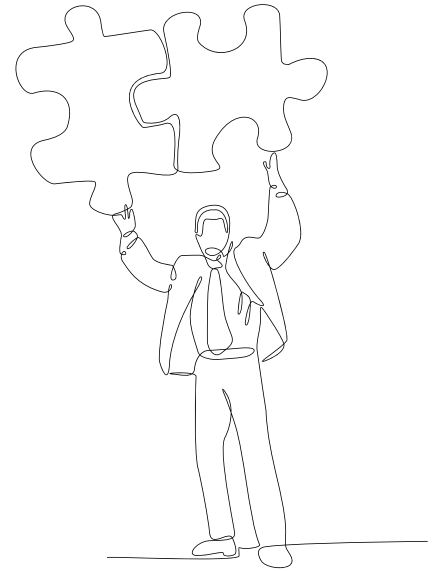
Streamlining operations: Our services helped implement efficient processes and systems that enabled the owners to manage their time more effectively and focus on providing high-quality services to their clients.

Recruitment support: NextGen's support meant that 90% of the bookkeeping was done by trained and experienced bookkeepers, eliminating the need for additional staff. Their existing bookkeepers were able to transition their time to client-facing activities and increase their portfolio by 3x times without losing quality. This allowed the owners to grow without the pressure of hiring additional team members.

THE RESULTS

A Growing Practice with Uncompromised Quality

With NextGen's support, they successfully scaled the boutique accounting practice while maintaining the high-quality services they were known for. They saw significant improvements in their business operations, time management, and staffing.



REAL-CASE NUMBERS: MEASURABLE IMPACT

Before partnering with NextGen:

- Monthly revenue: \$20,000
- Clients per bookkeeper: 20
- Services offered: Tax and bookkeeping services

After implementing NextGen's action plan:

- Monthly revenue: \$45,000 (125% increase)
- Clients per bookkeeper: 30 (50% increase)
- Services offered: Expanded to include advisory services and advanced bookkeeping solutions

Owners boutique accounting practice thrived with the help of NextGen, proving that it's possible to achieve growth without compromising quality or facing staffing challenges.