

TTG PUBLIC ACCOUNTING CASE STUDY

Background

A well-established Certified Public Accounting (CPA) firm based in Corpus Christi, Texas, has been serving the Coastal Bend region since 1984. With a team of 10+ employees, the firm is known for providing comprehensive financial services to individuals, small businesses, and corporations. They place a strong emphasis on trust, respect, open communication, a personal touch, and long-term growth in every client relationship. Their commitment lies in delivering high-quality, tailored services to meet each client's unique needs.

Client Challenge

The firm was experiencing increased client demand within its Client Advisory Services (CAS) division, driven by a growing portfolio of small business clients seeking ongoing support with bookkeeping, financial reporting, and advisory services. While the internal team had been successfully managing these functions, the rising workload was beginning to strain capacity and impact turnaround times.

TTG's Solution

- **Targeted Talent Sourcing:** Focused recruitment efforts on candidates with demonstrated experience in Client Advisory Services and multi-client bookkeeping environments.
- **Skills & Culture Screening:** Assessed both technical accounting proficiency and interpersonal qualities to ensure alignment with the firm's values and client service standards.
- **Efficient Interview Process:** Streamlined the selection process to minimize disruption and quickly identify top-tier candidates who could transition smoothly into the role.
- **Industry Alignment:** Prioritized candidates familiar with the unique pace and expectations of professional service firms, particularly within public accounting.
- **Ongoing Support:** Provided guidance throughout the hiring process, including interview coordination and offer negotiation, to ensure a successful placement and long-term fit.

Results

- **Repeat Engagement:** After the successful placement and strong performance of the initial CAS Bookkeeper, the firm returned with additional hiring needs.
- **Second Placement:** We placed a second CAS Bookkeeper to further support their expanding Client Advisory Services team.
- **Ongoing Partnership:** The firm also engaged us to recruit a Tax Preparer, reflecting their continued growth and confidence in our hiring support.

Client Testimonial

"TTG is so far above other agencies we've worked with in the past several years. In this short period of time, they've put much more qualified candidates in front of us."

-Managing Partner

Positions Filled

- Staff Accountant
- Audit Associate/Auditor
- Audit Senior/Auditor
- Audit Manager
- Assurance Associate/Senior/Manager
- Tax Associate
- Tax Senior/Senior Tax Accountant
- Tax Manager
- Tax Director
- CAS Bookkeeper
- Controller
- Director of Accounting
- Payroll Specialist
- Billing & Accounts Receivable Clerk
- Administrative Assistant
- Seasonal Tax Preparer