



GRIFFIN &
COMPANY

CERTIFIED PUBLIC ACCOUNTANTS

4 Reasons

Griffin And Company Can Serve Clients Better Than A Big 4 Firm

Every business has its unique needs when it comes to choosing professional service providers. Whether you're a small startup or a large corporation, the decision of who handles your accounting services involves exploring various options.

While the Big 4 firms are widely recognized and respected, consider Griffin and Company for a blend of expertise and outstanding service often at a more budget-friendly rate. Below, we highlight some compelling reasons why Griffin and Company stands out, presenting businesses with clear advantages over conventional Big 4 firms. These factors are crucial to consider as you venture into the process of selecting your next CPA firm.



1. Fee Structure

Griffin and Company typically offers a competitive fee structure compared to a Big 4 firm. While the Big 4 includes overhead costs in their fees for 24/7 retainer service, Griffin and Company adopts a more appealing “pay by the hour” structure, charging only for actual work hours. Unlike most Big 4 firms, which adhere to a standardized billing model for all clients, Griffin and Company recognizes the unique needs of each client and can customize the billing structure based on the specific services utilized.

2. Knowing Who's Handling Your Business

In a regional firm, what may be considered an “A” client, receiving full attention and service, might be perceived as a “C” client at a Big 4 firm. Despite the Big 4's impressive roster of Fortune 500 clients, their focus on these major clients often means that clients generating lower fees can be deprioritized.

At the regional level, firms are genuinely interested in understanding the client's business and financial situation, aiming to establish positive and lasting professional relationships. Every client, regardless of size, is accorded the same high level of importance. This approach fosters a sense of comfort for clients to seek advice on various aspects of their company.

While extensive engagement teams at Big 4 firms can create a perception of importance, the multiple layers within these teams often mean partners lack the time to grasp the intricacies of each client's business. Decision-making is frequently delegated to managers and junior-level staff, leading to prolonged turnaround times for issue resolution as decisions often need approval from the firm's headquarters.

Partners at Griffin and Company are real working partners who roll up their sleeves and know the ins and outs of their clients' business – offering their high-level expertise on a daily basis. They know their clients and their clients know them.

3. Less Employee Turnover

Employee turnover is typically lower at regional firms compared to their Big 4 counterparts. This results in greater continuity within engagement teams and less need for extensive staff training each year. The demanding atmosphere of Big 4 firms, marked by long working hours, limited flexibility, and the stress associated with career advancement, prompts many individuals to seek a more flexible and professionally welcoming environment. Mid-sized firms, benefiting from a better work/life balance, hands-on experience, and a supportive culture, attract top talent, offering a contrast to the competitive nature of Big 4 accounting.

Moreover, mid-sized firms demonstrate agility in managing the growth of their practices and can anticipate staffing needs through active proposals and historical retention rates. While Big 4 firms also possess this data, the scale at which they operate can lead to significant swings in resource management. This may result in the reallocation of expertise and staff, causing disruptions and frustrations in team retention. Consequently, clients may experience a new team for the subsequent quarter or year, either due to the reallocation of resources or the departure of staff who were negatively impacted by the disruptions.

When choosing a firm, it is crucial to consider their retention rate and success in employee engagement. This information provides valuable insights into client continuity and the expected quality of client service.

4. Utilizing a Network

Griffin and Company utilizes a network of experts in the fields of International Taxation, accounting, and audit technical services. This approach provides direct access to technical partners specializing in tax and accounting, who are leading experts in their respective fields. Consequently, Griffin and Company has access to the same kind of technical expertise that the Big 4 offer.

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