

As Seen In
Fortune, Entrepreneur & Money

NASHVILLE BUSINESS LEADERS

REFLECTING ON FIRM'S HISTORY WITH SIGHTS SET ON THE FUTURE

Celebrating its 60th anniversary this year,
KraftCPAs continues to evolve to meet clients' needs.



"What's not to love? They're simply the best. KraftCPAs takes care of our business as if it were their own."

—Michael Smith, President, Rio Grande Fence Co.

Their motto is displayed proudly at their entrance: "Helping clients build, preserve, and transfer business value and personal wealth since 1958."

While some things have remained constant since Joe Kraft founded the firm 60 years ago—like an unwavering commitment to client service—much has also changed.

GROWING WITH THEIR CLIENTS AND THEIR CITY

"It's incredible to see the stark comparison of what our city's skyline looks like now versus 60 years ago," says Chief Manager Vic Alexander. "We feel the same pride when we reflect on how far our firm has come. Kraft has grown just as Nashville has."

What started primarily as a tax services firm has evolved into a full-service advisory firm and six affiliated companies that offer everything from start-up assistance to exit planning—and everything in between. With more than 200 team members and several locations throughout Middle Tennessee, the firm serves a variety of clients in a broad range of industries. Health care, manufacturing, and banking are the firm's largest concentrations.

"We're able to add the most value for closely held middle-market clients," notes Alexander, "but we also work with startups, publicly traded corporations, not-for-profits, governments, high net worth individuals, attorneys, estates and trusts."

Now in its third generation of leadership, KraftCPAs lends a personal perspective to clients. "When we talk about succession and exit planning with clients, it's not just something we've studied—it's something we've lived," says Alexander.

As new frontiers like cybersecurity, international tax, and outsourced accounting solutions have gained momentum in the marketplace, KraftCPAs has continued to judiciously add new service lines.

"As our clients have grown and changed over the years, we've grown and changed with them," says Alexander, "and that's how we'll continue to operate in the future."

POSITIVE CULTURE, LEGACY OF SERVICE

Third-party client survey results rank KraftCPAs in the 100th percentile in "overall communication" (a record high score) and in the 93rd percentile for "overall client satisfaction." KraftCPAs was also recognized as one of the most dependable accounting firms in the Southeast by Goldline Research.

Thus, it shouldn't be a surprise that the firm boasts a high employee retention rate and has received numerous accolades, including a spot on the Nashville Business Journal's "Best Places to Work" list for nine consecutive years and recognition as one of Accounting Today's "Best Accounting Firms to Work for in the U.S."

Living the legacy of the firm's humanitarian founder, KraftCPAs team members serve on boards or committees for more than 200 not-for-profit organizations.

"We were founded on the principles of caring for our clients, for our community, and for each other," says Alexander. "No matter how much we continue to grow, we will remain committed to upholding these standards."

KRAFT'S SERVICES INCLUDE:

Accounting & Bookkeeping	Network & Cybersecurity
Assurance & Attest	Tax Consulting & Compliance
Employee Benefit Plans	Technology Consulting
Forensic Accounting & Litigation Support	Valuation
Merger & Acquisition Assistance	Wealth Management

