



# FIRM FACT SHEET

## Overview

Founded by the late Joe Kraft in Nashville in 1958, KraftCPAs has evolved into one of the largest certified public accounting firms in Tennessee.

Headquartered in Nashville, KraftCPAs has three offices, six affiliate companies and a total staff of more than 200, including 15 members/owners and approximately 100 certified public accountants.

KraftCPAs received a **Public Service Award** from the American Institute of Certified Public Accountants.

KraftCPAs was named a winner in the *Nashville Business Journal's Best Places to Work* for nine consecutive years.

KraftCPAs was named one of the **Best Accounting Firms to Work For in the United States**, a program that is managed by Best Companies Group and published in *Accounting Today* magazine, seven times.

## Service Excellence

Although KraftCPAs has grown substantially over the past 60 years, we haven't outgrown our dedication to providing personal service. It is our commitment to personal service that sets KraftCPAs apart.

- » On our most recently conducted, third-party client survey,\* our firm ranked in the 100th percentile, setting the new record high score in the "overall communication" category.
- » We ranked in the 93rd percentile of CPA firms in the "overall client satisfaction" category.
- » We also ranked in the 94th percentile of CPA firms in the "ease of doing business" category.

KraftCPAs was selected as one of the **Ten Most Dependable™ Accounting Firms in the Southeast**, a list published in *FORTUNE* magazine and based on research by Goldline Research.

Our members have been named to *Nashville Post* magazine's list of **Accounting's Finest** and the *Nashville Business Journal's* list of **Power Leaders in Finance**.

\* Research conducted by Business Synergetics, Inc.

## Specialized Services to Support Our Clients

Accounting & bookkeeping services	Internal control studies/systems review
Accounting software systems implementation & support	Investment management & wealth advisory
Audits/reviews/compilations of financial statements	IT security testing & remediation
Bankruptcy/workouts	Litigation support
Budgeting & forecasting systems	Managed IT services
CRM systems	Merger & acquisition assistance
Due diligence	Operational reviews
Estate planning	Pension plan administration, audit & consulting
Exit planning & succession planning	Recruiting – controllers, accountants, bookkeepers
Feasibility studies	Risk assurance & advisory services
Financial projections	Sarbanes-Oxley compliance testing/consulting
Financing assistance (debt & equity)	Service organization control (SOC) audit engagements
Forensic accounting	Tax planning, consulting & compliance
Fraud investigation	Technology consulting & solutions
Healthcare industry consulting & compliance	Turnaround/restructuring
Internal audits	Valuation



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## Affiliated Companies

**2nd Generation Capital, LLC** (2ndG) provides strategic financial advisory services and turnaround/restructuring guidance to privately-held firms. 2ndG also acts as an investment banker for M&A and debt/equity placement assignments through its subsidiary, BrightChoice Financial LLC (Member FINRA, Member SIPC), d/b/a 2nd Generation Financial.

**Kraft Analytics, LLC** provides valuation, forensics and transaction advisory services. Valuation services include the valuation of businesses, equity interests, and assets. Forensic services include the assessment of damages in disputes and investigative analysis. Transaction advisory services include support for buyers and sellers in transactions with structuring analysis, valuation and due diligence support.

**Kraft Asset Management, LLC** operates under the fiduciary standard to provide a broad range of wealth advisory services for individuals, families, and businesses. These services include financial planning, estate planning, and investment management, as well as retirement plan design and ongoing support. KAM also works closely with families and family offices, providing support services, ongoing planning and advice.

**Kraft Enterprise Systems, LLC** specializes in the sale, selection, implementation, integration, and support of enterprise software solutions, including ERP, accounting software, document imaging solutions, CRM, and budgeting/forecasting solutions. From a product standpoint, KES focuses on NetSuite, Adaptive Insights, and Microsoft Dynamics GP.

**Kraft Healthcare Consulting, LLC** provides advisory and compliance services to healthcare providers across the U.S. These services include Medicare/Medicaid cost reports, operational assessments, and revenue cycle reviews, as well as coding, billing and clinical documentation consulting.

**Kraft Technology Group, LLC** offers managed IT services, co-managed IT services, cybersecurity management services, cloud application and infrastructure management, virtual CIO services, and technology consulting.

## Professional Affiliations

KraftCPAs is an independently owned member of RSM US Alliance, a premier affiliation of independent accounting and consulting firms. RSM US Alliance provides its members with access to resources of RSM US LLP. RSM US Alliance member firms are separate and independent businesses and legal entities that are responsible for their own acts and omissions, and each is separate and independent from RSM US LLP. RSM US LLP is the U.S. member firm of RSM International, a global network of independent audit, tax, and consulting firms. Visit [rsmus.com/aboutus](http://rsmus.com/aboutus) for more information regarding RSM US LLP and RSM International. The RSM™ logo is used under license by RSM US LLP. RSM US Alliance products and services are proprietary to RSM US LLP.

An independently owned member  
**RSM US Alliance**



KraftCPAs was one of the first firms to be admitted to the American Institute of Certified Public Accountants Employee Benefit Plan Audit Quality Center, which was formed to help CPAs understand and meet the challenges of providing quality audits in this highly complex arena and to achieve the highest standards of technical proficiency and quality control.



## Peer Reviews

KraftCPAs submits to an external peer review every three years to ensure compliance with the highest standards of technical accuracy and ethical practice in the CPA profession. We consistently receive a “pass” report — the most favorable result possible.

“ Helping clients build, preserve and transfer business value and personal wealth since 1958. ”