

TR Moore & Company helps us to look ahead ...

» Larry Hoffman, TriTech Surveying



Like many TR Moore & Company clients, Larry Hoffman, president of TriTech Surveying, was searching for something more than an accountant when he discovered the comprehensive CPA and consulting firm in 2003.

"Our former CPA never got to know the business," Hoffman recalls. "They didn't render advice throughout the year, and there were just common decisions that we needed guidance on. We were also having high turnover in accounting, so we were looking for a bigger support team."

Enter TR Moore & Company's CFO/Controller Advantage program, delivered by consulting partner Jennifer Mailhes. In addition to helping TriTech through a significant accounting system conversion and some restructuring to save taxes, Jennifer and her team began providing daily and monthly support based on the company's level of need.

"For the first three years of our relationship with TR Moore & Company, our accounting staff was a moving target – we couldn't find anyone and keep them," Hoffman says. "Jennifer and her team not only stepped in to perform the hands-on work when we were short-staffed, but helped us get the department where it needed to be."

That included helping TriTech find and train staff, as well as providing oversight for the department by setting up accounting procedures and systems for the month-end closing process and ensuring they were being followed. As it became more stable, the trained staff was able to take on more of the day-to-day duties, allowing the TR Moore & Company team to focus on the bigger picture.

"Jennifer stepped in and has truly become our CFO," Hoffman says. "She helped us get the kinks worked out of our accounting, and now we can focus on what's next."

"What's next" includes tracking the numbers for Hoffman's 10-company surveying conglomeration to better control costs, create and adhere to budgets, and make informed decisions about the future of the business.

"TR Moore & Company helps us to look ahead," Hoffman says. "Rather than making hasty decisions, we're looking at ramifications and determining if we should make a purchase or implement a change now, or three months from now."

This forward-looking approach has been especially important in the current economic environment – despite volatility in the construction industry, Hoffman is proving successful at stabilizing his business during the downturn.

Providing insight into his business, oversight of his accounting function and foresight for what's ahead, TR Moore & Company has proven to be more than a CPA firm, Hoffman notes.

"We're always looking to Jennifer for ideas," he says. "She understands and has become a part of our business, which is not typical of a CPA. We also have great rapport. I know Jennifer and her team stay busy, but they're always very responsive to us. We can call them up with a question, and they know our business, our accounting department, the people and roles – and they guide us in the right direction."