



James Moore & Company Rebranding Reflects Dynamic Full-Service Business & Diverse Team

Breaks the Mold of Stereotypical CPA Firm

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GAINESVILLE, FL – January 10, 2022: James Moore & Company today announced a bold rebranding that reflects the company’s shift over the years from a traditional CPA firm to an unconventional, forward-thinking full-service business advising firm.

“Our industry has a reputation for staid thinking and brands, particularly with older, established firms,” said Suzanne Forbes, managing partner at James Moore. “While we’ve been in business for nearly 60 years, we’ve become more dynamic and uninhibited in our thinking and actions, rather than remaining safe and resting on our laurels.”

The firm’s diverse team is most critical to James Moore’s business success and is prominently reflected in its rebranding. The firm is comprised of unique, empowered individuals with distinctive talents. The company’s progressive leadership embraces its diversity and individualism as a core tenet of its culture, viewing it as a major advantage in serving clients and creating an exceptional workplace.

The rebranding also reflects the significant value of having a wide range of business services under one roof. The James Moore team knows how to optimize a client’s business, organization or individual wealth. The firm continually advances its capabilities, deepens its expertise, and hires people who make the company and its clients stronger. This competitive edge becomes their clients’ advantage.

You can [peruse the company’s website](#) to see the new brand at work and [learn more about the brand story](#). Changes include a new logo, lighter, brighter colors and a more lighthearted approach to text and imagery. The new brand has been implemented throughout the site as well as in all collateral and promotional materials.

With offices in Gainesville, Ocala, Daytona Beach, DeLand and Tallahassee, James Moore helps clients realize peace of mind in a financially complex world. The firm has over 5,000 clients in

more than 40 industries in Florida and nationally and has been named to *Forbes Magazine's* list of America's Top Recommended Tax and Accounting Firms.

About James Moore

For over 50 years, James Moore has helped clients in a variety of industries and organizations build wealth, improve operations, remain in compliance and plan for the future. A full-service regional firm with five offices in Florida, James Moore provides accounting, tax, auditing and business advisory services as well as non-traditional offerings such as strategic planning, human resources, process improvement, and technology solutions consulting.

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