

# BRAND RENOVATION SUCCESS STORY

## WILLEFORD HAILE, CPA, PC

Dental Practice Advisors

Accounting for Financial Health Since 1975

**Q** When does less add up to more for an established accounting firm?

**A** When they can identify their niche of expertise and call it their own.

**PROBLEM:** Willeford & Associates, CPA, PC's unique story as a specialty firm serving dental practices was going untold and under-leveraged.

**SOLUTION:** What started as a name change to reflect a growing firm quickly took shape as a defining look and targeted message backed by 30 years of hard evidence.

**The Brand Renovator...**

**Carved out a new niche** for Willeford Haile, CPA, PC – *Dental Practice Advisors* – leveraging three decades of experience and proprietary financial tools created for the dental community.

**Positioned the firm** to support, rather than compete with, practice management consultants who are a primary referral channel for the firm.

**Developed the firm's new tagline:**  
*Accounting for Financial Health Since 1975.*

**Addressed their clients' main pain point** by building a consistent theme throughout the firm's marketing communications: *Dentists choose their profession to help patients, not fret over finances.*



**RESULT:** Willeford Haile debuted their renovated brand at the Hinman Dental Meeting – the top conference for dentists – and a week later signed a new client that will more than cover the investment in brand renovation.



404.325.7959

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**Keep the best. Revitalize the rest.**