



SOUTH DAKOTA ACCOUNTING FIRM

Rapid City Accounting Firm Expands Client Services

A company's slogan is an essential part of its identity and image. The slogan attracts attention, makes a strong impression, and creates a distinct market identity. The idea behind this concept is to create a memorable phrase that will communicate the mission and premise of a company.

Businesses strive for successful branding strategies to position their company as the 'go-to' source for their specialized services. Casey Peterson & Associates, an accounting firm in Rapid City, South Dakota, is widely recognized for the effective tagline, "Branded by Trust." This slogan encompasses the core element of this Rapid City financial firm, which is built upon trusted, reliable financial advice.

"Among the most distinctive qualities of our firm is our sound financial consulting," says Casey Peterson. "We are focused on utilizing our knowledge-base of resources to assist our clients in money management practices and provide an outstanding service to our clients."

It is because of this philosophy that this South Dakota CPA firm has been so successful, as they continue to expand their repertoire of business services, and investment options, broadening their capabilities.

"Our clients are our most important asset," explains the president of this Rapid City accounting firm. "We want our clients to trust that we will continue to expand our range of services to meet the evolving financial arena."