GEORGIA FARM BUREAU: CASE STUDY

Since 1959, Georgia Farm Bureau has focused on serving the interests and insurance needs of residents. They strive to offer the highest level of service, providing their members with reassurance that a house destroyed by fire can be rebuilt; that a damaged car can be repaired; or that a breadwinner’s salary can be replaced. So, when the largest personal lines property casualty insurance company in the State was looking to enhance their professional services, they needed a firm with not only deep expertise in the industry, but one that would afford them with that same peace of mind concerning their own financial well-being.

A Calculated Risk:

In 2005, PKM began assisting Georgia Farm Bureau with their financial statement audit and tax services—the first time in history that the Company had engaged a regional firm to lend a hand with their accounting and consulting needs. “PKM not only had breadth and depth of insurance industry knowledge, but also a commitment to excellence, professionalism and respect. We saw something in them that we hadn’t seen in any of the international firms—so we made a leap, took a risk and tried something new” recalled David Jolley, Senior Director and Controller at Georgia Farm Bureau.

Georgia Farm Bureau needed a firm that not only had the technical competency, but was accessible and responsive. Working with an international firm, they had noticed a considerable lack in communication, both internally and externally, as one of the key Partners on their account was located in an office overseas. They were looking for a firm to add value to their organization, not simply show up once a year, “check the box” and complete the assigned accounting work.

“When we are in need of an opinion, we shouldn’t have to wait for a firm to get in touch with their national office. Often times we are working on an extremely tight time table and need direct access to decision makers for insight and advice,” added Jolley.

A Significant Return:

As soon as PKM stepped in, the firm was able to offer Georgia Farm Bureau with the responsive service they were looking for, along with an equally skilled team, better pricing and meaningful relationships. Moreover, through utilizing industry best practices, they were able to immediately act as a trusted advisor and help the Company to resolve a pending tax matter. PKM’s single office meant enhanced communication, consistency and accessibility as well as an integrated approach to their services.

“We took a risk with PKM and it has undeniably paid off. The continuity of personnel and one-on-one partner level contact has allowed us to develop good working relationships. They communicate early and often so that we are well aware of any issues before they arise and their application of accounting and auditing standards is practical, integrated and real world, not ‘ivory tower’ like I have experienced with large national firms,” remarked Jolley.

Through PKM’s technical knowledge, expertise in the industry and superior client service, the firm was able to afford Georgia Farm Bureau with peace of mind, allowing them to finally focus all of their time and energy on the sustained success of their business.