

Large boutique accounting firm announces second acquisition this year

Sydney, Wednesday 21 September – Today, [CAAA](#), a large boutique professional services firm offering services in accounting, auditing and advisory has announced its acquisition of Greg Rodgers and Associates. An accounting firm servicing a National client base from the Illawarra region. The acquisition is their second in under a year, and is part of the \$30M strategy CAAA have committed to in their expansion plan under [CAAA NEXT](#), their merger and acquisition division.

CAAA currently have offices across Sydney. The companies will move forward together, trading under the CAAA brand, offering a broader reach of services to both sets of clients, with more readily available locations.

CAAA Founder and CEO Fleming Stojanovski, said *“This acquisition validates the appeal of our Non Public Company approach to partnering with retiring accountants. We are overjoyed to join the Illawarra community and extend our footprint into the South Coast of NSW”*.

The new location comes with a promotion internally to existing Director Keith Johnson, who will be running the Illawarra branch.

Keith Johnson, Director CAAA commented *“It has been a great opportunity to meet with new clients and staff. With the change in staff’s working preferences we are also looking to expand the office by outsourcing local Illawarra staff to our other offices”*.

Greg Rodgers & Associates service all types of businesses, not-for-profit and organisations of various sizes. The partners of the firm are experienced accountants and auditors, who’s like-minded approach to running a full service, large boutique firm align perfectly with CAAA’s mission and vision.

Karen Deen, Director of Greg Rodgers and Associates said *“When searching for a company to combine our business with, it was important to us that we found a firm with similar goals, mindset and values as ours. It was the most important step for us to make sure our clients and staff would continue to receive the same quality of service and in the same manner that we have always delivered”*.

Joe Murphy, Director of Greg Rodgers and Associates commented *“With a long-established successful practice, it has seen Greg Rodgers & Associates grow a diverse and geographically wide client base. CAAA brings value added to our practice and clients, with their locations and the accessibility to specialist services that it now enables us to offer as a firm”*.

CAAA use their strategy *NEXT* to differentiate themselves with [six main principles](#), setting them apart from their competitors in the merger and acquisition market. They plan to continue their acquisition campaign, with cards on the table for a third project this year.

For all media enquiries, please contact Marina Firth on marinafirth@caa.biz or 0499 777 852 or 02 9299 1200.

About CAAA NEXT

CAAA *NEXT* is a proven method to help professional accountants retire, or transition to a new work life balance that has more life and less work! Developed by leading M&A practitioner Fleming Stojanovski. CAAA *NEXT* is supported by Top 60 Accounting & Advisory Firm CAAA.

www.caaanext.biz

About CAAA

CAAA is a nationally recognised and internationally affiliated full service professional services group, with offices in the Sydney CBD, Parramatta, Penrith and Illawarra.

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