

Biz
NEW ORLEANS
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Financial Frontrunners



SHIRLEY “TONI” McCORD, CPA, APAC

Owner, Shirley “Toni” McCord, CPA

Tax representation often brings with it a series of complex, often-intimidating questions that can leave anyone feeling unsure and overwhelmed. Shirley “Toni” McCord, CPA, has offered clients peace of mind and trusted expertise for more than 35 years, whether clients own and operate small to midsize businesses or simply need advice on handling household finances. The public accounting firm provides a full range of consulting and advisory services combining the expertise of a national firm with local, personal service.

“With the expectation that collection efforts by the IRS will increase, we have the certification and expertise to provide strategic representation for our clients,” says McCord.

A Certified Tax Resolution Specialist (CTRS) through the American Society of Tax Problem Solvers (ASTPS), and a Certified Tax Resolution Consultant (CRTC) through Tax Representation Network, LLC (TRN), McCord brings exceptional knowledge and expertise to every tax problem her clients may face. Continually growing her education in the field of tax problem resolution allows her to assist beyond traditional representation and provide the additional benefit of peace of mind.

McCord believes company culture defines her team’s work environment and work ethic, especially in challenging situations. She believes their services are essential, which in turn makes each employee essential. Believing no one should have to choose between a great family

life and a wonderful career, her firm cultivates an environment that recognizes a positive work ethic and fosters support and flexibility for employees.

With the changing times, a vibrant and relevant accounting firm must pivot, not only for on-going success but as a model for many of the companies they serve. But change must be strategic, well executed, and focused on attainable goals.

“Our recent solution to having too much work was to go get more and to expand and gear up our bookkeeping services,” says McCord. Why? To better serve clients and the new wave of entrepreneurs poised for growth and success. She believes this adds up to success and happiness for everyone—employees, existing clients, and future clients.

LEFT TO RIGHT: Terry Vial, Karen Villegas, Catherine Aguilar, Babette Griffin, Cheryl McGovern, Toni McCord



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