



Tax Advisors Group

Tax Advisors Group | Rebranding to Establish Market Leadership

CHALLENGE

[Tax Advisors Group](#) (TAG) is based in Dallas and provides property tax services to entities from around the globe with holdings or operations in the state of Texas.

OBJECTIVE

With a solid track record for generating significant tax savings and ROI for its clients, the firm is ready to actively market its services to a broader target audience.

SOLUTION

TAG partnered with Pierpont's Dallas team in 4Q19 to refresh its branding, logo, key messaging, website, collateral, and sales training to better articulate and convey its value proposition.

RESULTS

With a new look and feel combined with robust content, TAG launched its new website in 2020.