



## 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.