

CASE STUDY

JMI Sports experiences exponential growth with Dean Dorton's outsourced accounting services

Founded in 2008, JMI Sports is a full-service collegiate marketing firm providing the highest quality management of athletics multimedia rights. Serving clients across the United States, JMI Sports is a highly regarded project manager for the development of collegiate and professional sports facilities.

Dean Dorton spoke with Kate Haywood, Executive Vice President and Chief of Staff at JMI Sports, to take a deep dive into their operational team's experience with Dean Dorton's managed accounting and financial outsourcing (Dean Dorton AFO) services.



The Challenge

Before using Dean Dorton's outsourced accounting services, JMI Sports was managing everything internally through QuickBooks with a single employee. One of the biggest barriers the organization faced with QuickBooks was the lack of a broader lens of visibility into their financial data, which hindered the capability to evaluate new business opportunities and initiatives in a timely manner.

Due to having a small team, another challenge JMI Sports faced was the inability to dedicate employees to accounting tasks. This resulted in multiple people constantly jumping in and out of financial activities—which in turn increased the risks of reporting errors and productivity loss.

Pivotal Moment

As JMI Sports started to see consistent business growth, its financial management processes became more complex. Poised with a significant growth opportunity, but unable to venture down the path of internal expansion, JMI Sports engaged with Dean Dorton's AFO team through local relationships.

"Bringing Dean Dorton on board allowed us to engage with an entirely new industry and grow our company exponentially, rapidly," stated Haywood.

Dean Dorton provides accounting and financial services through intuitive, cloud-based accounting technology that the team at JMI Sports also has access to anytime, anywhere. Aside from 24/7 access to their real-time financial data, JMI Sports benefits from multi-dimensional dashboards and measurable metrics to track continuous business growth.



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*Kate Haywood,
EVP and Chief of Staff at JMI Sports*



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Benefits of Outsourced Accounting Services

The biggest benefit that JMI Sports saw by teaming up with the Dean Dorton AFO team is the ability to grow quickly and contract the manpower, along with associated costs, as they need. The growth and response time necessary for clients was not manageable with just the internal team.

"The Dean Dorton AFO team is incredible at behaving like they are an internal entity in terms of both managing effective/positive work relationships and availing themselves as needed—we never feel like we are part of a juggling act with many clients—while also holding themselves apart as professionals who treat us as respected clients," said Haywood.

Additionally, JMI Sports now has monumentally stronger records, models, and financials from the breadth of knowledge and industry experience that Dean Dorton's team brings to the table. From tax implications, GAAP accounting, bank reconciliation, and multi-entity management, the AFO team is able to provide expertise in each of these areas.

Why Dean Dorton?

Dean Dorton recognizes the increase in demand for collaborative cloud-based applications for both business executives and their teams in order to provide financial data more efficiently and effectively.

Going further, faster is the goal, allowing businesses to automate their core financials and most important processes, mitigating turnover in accounting staff, ambiguous financials, inefficient processes, and constantly outgrowing systems resulting in technology upgrade costs. Through technological advancements, the Dean Dorton AFO team can be your complete back-office accounting team or fill scalable roles such as clerical back-office, controller services, and CFO advisory level depending on your organization's needs.

"For our business, we couldn't have expanded at the rate we have without the support of Dean Dorton," said Haywood. "Further, and perhaps more importantly, it would have taken even longer to have the controls and accountability over any team we would have assembled, that we have greater productivity and greater security with Dean Dorton. **Invaluable.**"



The Dean Dorton AFO team has been an incredible professional asset for us at the company. But, equally, they have treated us with such respect and kindness that they have become personally important as well.



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