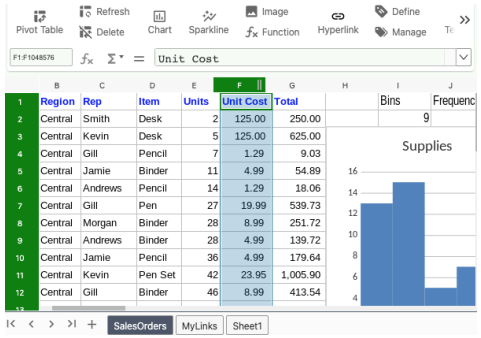
BIG4 TRANSPARENCY

Brand, Pay & Perception: What the Data Tells Us

What We'll Be Covering Today

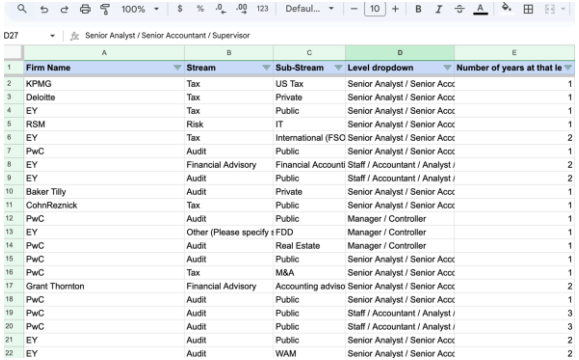
- What is the current perception on private equity in accounting today
- What are the realities of it shown in the data
- A deep dive on employee job satisfaction
- What separates highly satisfied PE backed firms from unsatisfied firms
- How to keep accountants engaged and happy

But First - Who Am I and Why Am I On Stage



	Region	Rep	Item	Units	Unit Cost	Total		Bins	Frequenc
2	Central	Smith	Desk	2	125.00	250.00		9	
3	Central	Kevin	Desk	5	125.00	625.00			
4	Central	Gill	Pencil	7	1.29	9.03			
5	Central	Jamie	Binder	11	4.99	54.89			
6	Central	Andrews	Pencil	14	1.29	18.06			
7	Central	Gill	Pen	27	19.99	539.73			
8	Central	Morgan	Binder	28	8.99	251.72			
9	Central	Andrews	Binder	28	4.99	139.72			
10	Central	Jamie	Pencil	36	4.99	179.64			
11	Central	Kevin	Pen Set	42	23.95	1,005.90			
12	Central	Gill	Binder	46	8.99	413.54			

BIG 4 TRANSPARENCY



	Firm Name	Stream	Sub-Stream	Level dropdown	Number of years at that le
2	KPMG	Tax	US Tax	Senior Analyst / Senior Acco	1
3	Deloitte	Tax	Private	Senior Analyst / Senior Acco	1
4	EY	Tax	Public	Senior Analyst / Senior Acco	1
5	RSM	Risk	IT	Senior Analyst / Senior Acco	1
6	EY	Tax	International (FSO	Senior Analyst / Senior Acco	2
7	PwC	Audit	Public	Senior Analyst / Senior Acco	1
8	EY	Financial Advisory	Financial Accounti	Staff / Accountant / Analyst /	2
9	EY	Audit	Public	Staff / Accountant / Analyst /	2
10	Baker Tilly	Audit	Private	Senior Analyst / Senior Acco	1
11	CohnReznick	Tax	Public	Senior Analyst / Senior Acco	1
12	PwC	Audit	Public	Manager / Controller	1
13	EY	Other (Please specify t	FDD	Manager / Controller	1
14	PwC	Audit	Real Estate	Manager / Controller	1
15	PwC	Audit	Public	Senior Analyst / Senior Acco	1
16	PwC	Tax	M&A	Senior Analyst / Senior Acco	1
17	Grant Thornton	Financial Advisory	Accounting adviso	Senior Analyst / Senior Acco	2
18	PwC	Audit	Public	Senior Analyst / Senior Acco	1
19	PwC	Audit	Public	Staff / Accountant / Analyst /	3
20	PwC	Audit	Public	Staff / Accountant / Analyst /	3
21	EY	Audit	Public	Senior Analyst / Senior Acco	2
22	EY	Audit	WAM	Senior Analyst / Senior Acco	2

So What Are You Really Buying?

→

Private Equity at Face Value is Not Being Welcomed

goingconcern

When accounting goes unaccounted for

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Doctors Waste Their Breath Warning Accountants About Private Equity

Posted on May 9, 2025 by Going Concern News Desk

Wall Street Journal recently published a story about a pair of ER doctors who have shared a dire warning to accounting firms cozying up to private equity: Trust and quality will suffer. As we said on X, we're pretty sure partners already know this and don't care. But let's look at what the good doctors had to say anyway:

r/Accounting
Any_Insect_6240 • 6mo

BDO's Culture Crisis: Are They Selling Their Soul to Private Equity?

52 upvotes • 62 comments

r/Accounting
Ol_Muskey • 1y

What is private equity and why is it bad for public accounting?

Discussion

0 upvotes • 17 comments

r/Accounting
DoritosDewItRight • 6mo

Maybe we can ban private equity next?

562 upvotes • 48 comments

r/Accounting
TheCometEnd • 7mo

Don't be like me - run from private equity

r/Accounting
No_Athlete_9633 • 10mo

How do we stop private equity?

832 upvotes • 200 comments

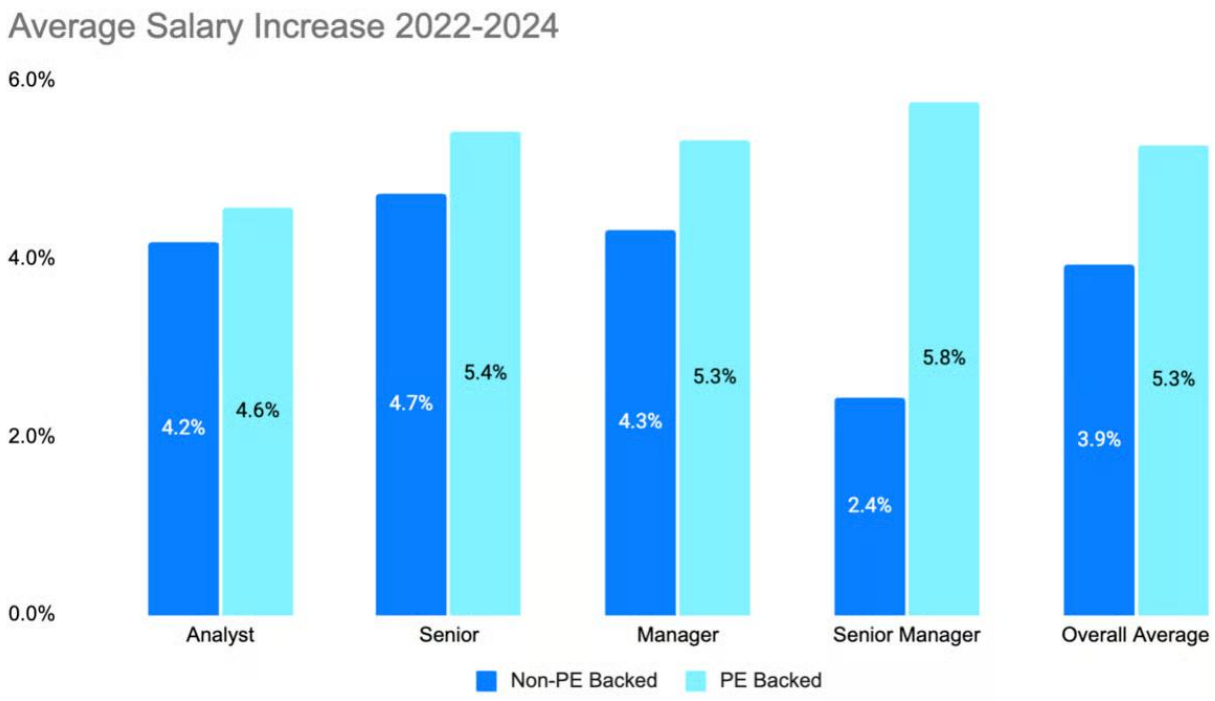
r/Accounting
Gullible-Ad-1642 • 1y

Should I run - Private Equity Firm Buys Stake in Firm

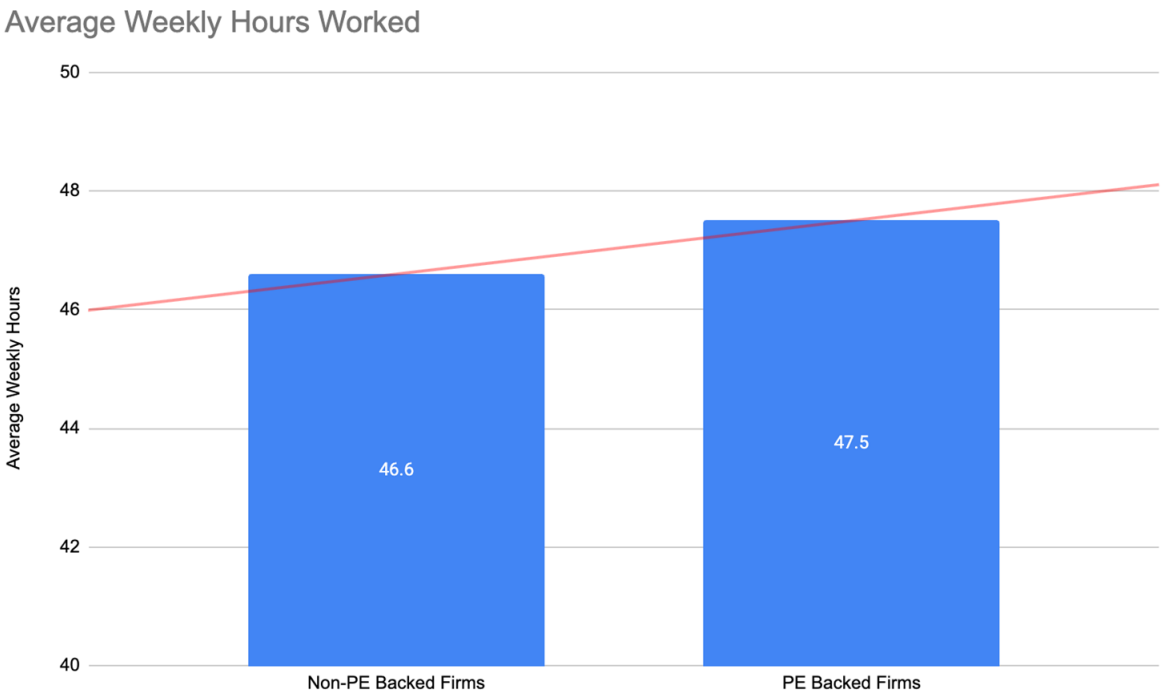
1 upvotes • 7 comments

Accountants are Reactive and Quite Mobile

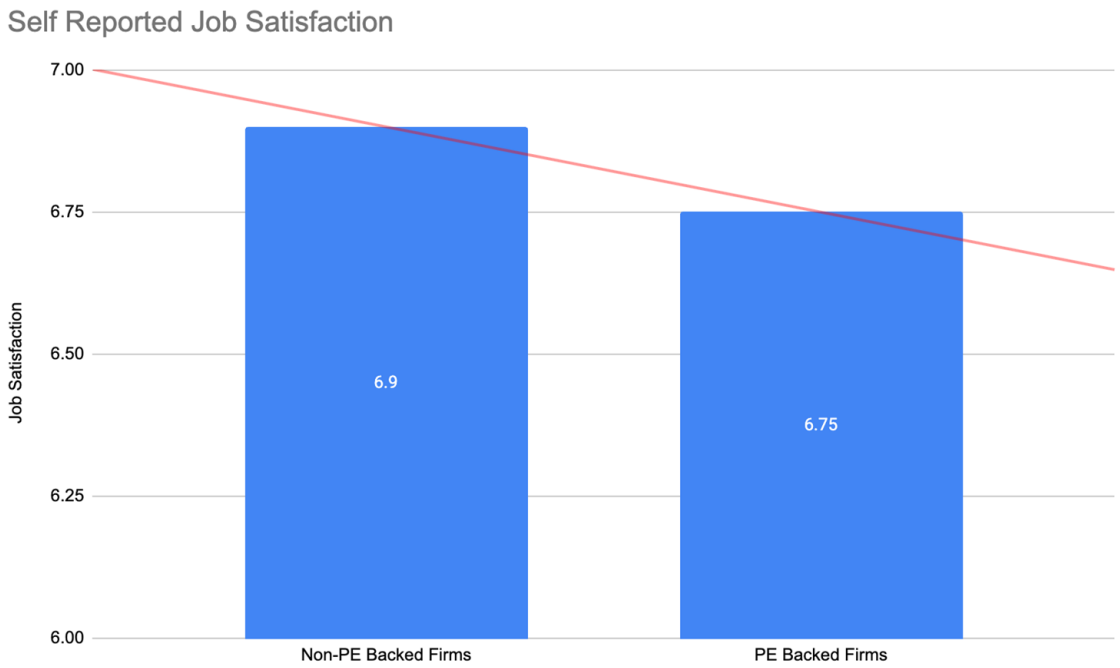
But The Reality is Not All Gloomy



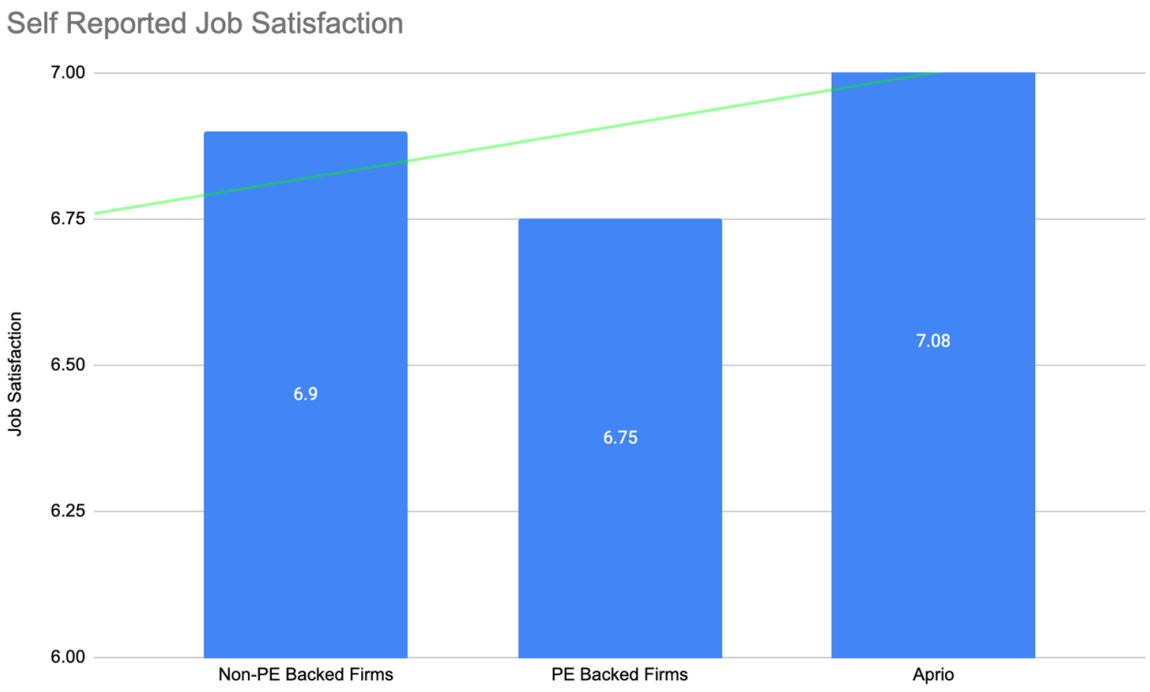
Average Weekly Hours Worked Aren’t Significantly Different (2% Spread)



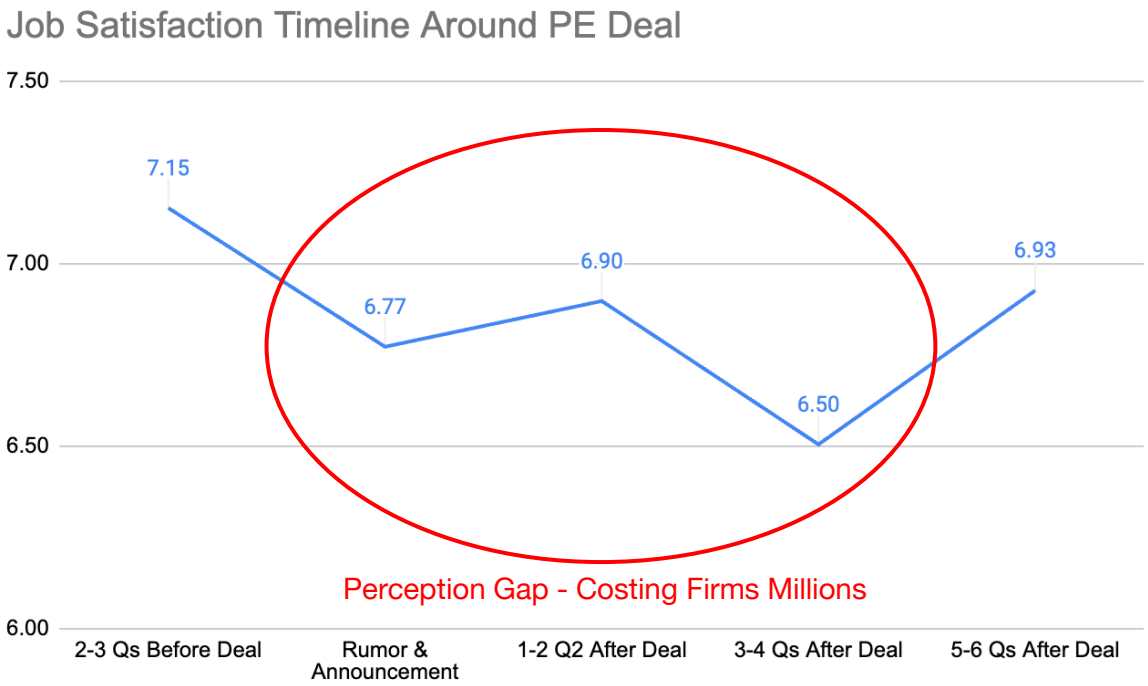
And Job Satisfaction is 2% Off, Possibly Driven By Perception



In Fact Some PE Backed Firms Are Outperforming on Job Satisfaction



How’s This All Boil Down?



How To Shorten The Gap?

- Clear communication on the deal
- Come in with a plan to show value “What’s in it for me?”
- Hit the ground running with changes
- Reorganize fast

Hypotheses I'll Be Exploring

- Impact of a well implemented ESOP
- Impact of communication on investment value
- Result differences between platform and integration models

Thank you

Email: dom@big4transparency.com

Cell: 1-613-327-9144