

FOR IMMEDIATE RELEASE

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Lanigan Ryan Announces Rebrand

Firm unveils new brand image, website, messaging to capture essence of organization more accurately.

September 21, 2021 (Gaithersburg, MD) - Lanigan Ryan (formally Lanigan, Ryan, Malcolm & Doyle), a mid-sized accounting and consulting firm dedicated to supporting closely-held businesses, announced today that it has completed a major rebranding. After careful review of survey responses from a network of friends, family, clients, and internal team members, Lanigan Ryan leadership decided it was time to make some messaging changes to express more precisely what makes the firm unique, as well as to incorporate suggestions on firm enhancements and experience improvements.

Survey responses revealed that the firm's greatest strengths were its' people – their expertise, personal commitment, and relationship-building. Survey feedback also reinvigorated the firm's efforts to recruit a more diverse group of individuals and expand areas of expertise, to accelerate team member training, and to continue the ongoing search for the latest (and most secure) technology to improve user experience. The firm rebrand includes a new name, new logos, new website, updated social media accounts, and new messaging to better reflect the way Lanigan Ryan helps its' clients succeed.

Although there are many facets to the firm's new brand, the redefined messaging is not a change in firm direction, but rather, a continuation on the path that firm founders set three decades ago when the firm was established in 1990. Clarified brand values and firm direction help leadership prioritize future firm initiatives that strengthen and enhance the Lanigan Ryan mission. The rebrand does not impact the Lanigan Ryan leadership group or client service teams.

Visit LaniganRyan.com to explore Lanigan Ryan's redefined messaging and new brand look.

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About Lanigan Ryan

Mid-sized accounting and consulting firm, Lanigan Ryan, has been working with owners of privately-owned companies for over 30 years, celebrating its' 30th year in business last October (2020). Services offered by the firm include individual and corporate tax return preparation, financial statement audits and reviews, outsourced accounting support, and navigation of various business transactions, among other business consulting assistance.

The greatest strength of the firm is its' people; team members take personal care to create relationships and understand the comprehensive and unique needs of all clients to find best-in-class solutions and anticipate issues before they arise. The firm was named on Inside Public Accounting's 2021 list of *"Top 400 Firms."*

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