

FOR IMMEDIATE RELEASE

Local Public Accounting Firm Changes Name, Rebrands

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Martin, Hood, Friese & Associates is pleased to announce that as of January 1, 2018, the name of the firm will officially change to Martin Hood LLC. A redesigned two-color logo accompanies the name change and rebranding initiative.

Martin Hood was formed 35 years ago by Kim Martin and Dave Hood, who are the firm's tax and managing partners, respectively. "The name change to Martin Hood is just a matter of catching up to what people already call us," Dave Hood stated. The formerly small firm has grown from two partners and a handful of staff to seven partners and over forty-five professional and administrative staff.

In addition to the rebranding efforts, the firm has moved its audit department back into its former location at 2509 S. Neil Street. Client reception, as well as the tax and business advisory services departments, remain at the north building (2507 S. Neil Street). "We continue to focus on our community efforts and providing great service to our clients, the keys to our success," said Kim Martin.

The firm's website will change from www.mhfa.net to www.martinhood.com.

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