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A new wave of freshly graduated accountants will be making their way into the job market in just a few weeks. The current tight labor market and low rate of unemployment means that they and other CPA job seekers will have many employment options and it's important that your company stand out from the pack. Here are some ways to make sure top accounting talent starts and stays at your firm.

1. Be ready to actively promote your firm. In the war for talent, companies have to

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leave, paid sick leave, and healthcare to name a few – and they can choose whether to offer some other benefits – such as PTO or retirement plans, etc. Perks such as reduced rates for health club memberships or flexible scheduling are also important to potential new hires. Keep in mind that more and more employees are considering perks and benefits as part of part of their overall compensation and weighing these perks heavily when deciding between offers.

3. Develop a comprehensive onboarding program. Recruiting doesn't stop when you've hired someone. Once a candidate has signed on the dotted line you must still work to get them engaged with your company. Onboarding plays an important role in getting employees started on the right foot with your firm. Develop a 30-, 60- and 90-day onboarding plan for employees so that they can efficiently learn the ropes and become an integrated, productive, lasting member of your organization.
4. Consider outside help from the experts. With a higher ratio of jobs to qualified candidates, accounting firms have to work harder than ever to recruit and retain employees and the daunting task can be overwhelming for HR and hiring managers. A staffing firm with strong expertise in the accounting and finance industry can help connect you with the right candidates for your open positions and help streamline the recruiting process for your company.

The current labor market does not make it easy for any industry to hire, but accounting firms have found themselves in an especially difficult position finding good candidates with the right background and credentials. The four tips here will help give you a competitive edge in the ongoing war for talent.

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*As a co-founder of TalentBridge, Brady Teague is a former Big 4 CPA, but has spent the last*

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