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Covenant Consulting opens Tuscaloosa, Atlanta offices

Birmingham Business Journal - by [Crystal Jarvis](#) Staff

Covenant **Consulting Group**, a fast-growing accounting firm, recently expanded its enterprise to Tuscaloosa and Atlanta.

The Birmingham-based company, founded in September by two former partners of Tidwell Dewitt LLC after the company merged with Bethesda, Md.-based **Reznick Group**, has also beefed up its staff to 15 employees.

"We're continuing to expand, but we are staying focused on where we started," said Covenant Managing Partner Michael McCraw. "We're actually six months into existence and 17 months into our business plan."

The firm also created a separate private equity firm dubbed **JDL Equity Partners**, which endeavors to keep successful companies operating after the founding owner retires from the business without a successor in place, McCraw said.

"That's just a sideline offering we have that is separate from Covenant," he said. "It's just another business we've created because of the need in the marketplace."

Covenant's Tuscaloosa office, which opened in October, is headed by Ray Dyer, who is also a former Tidwell Dewitt partner. The Atlanta office, which opened earlier this month, is managed by 30-year accounting veteran Wes Pennington, while Covenant founder Bryan Finison will run the



File Photo

Covenant Consulting Group's Bryan Finison and Michael McCraw.

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JDL operation.

The company also recently established its headquarters in the **Galleria Office Tower** in Hoover.

Within the past three years, a few local accounting firms have merged with larger regional firms to expand their footprints, said Jason Harpe, partner of Carr Riggs Ingram LLC, which acquired Birmingham's Mackle Splawn Tindall & McDonald.

And in a growing field such as accounting, there is always enough room for new firms to come on the local scene, said Harpe, who is also a member of the **Alabama Society of CPAs**.

"That's the good thing about public accounting," Harpe said. "There is always someone who needs assistance and there is plenty of business for the local firms."

cjarvis@bizjournals.com | (205) 443-5630

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