

Meet Tevia Hoalst, Owner at TeKoda Accounting

Jim Ries: Hello and welcome to Java with Jim. I'm Jim Ries, Director of Business Development at Offit Kurman. Joined here today with Tevia Hoalst, owner at TeKoda Accounting. Tevia, how are you today?

Tevia Hoalst: I am wonderful. I'm glad to be here talking with you, Jim.

Jim Ries: Yeah, glad to have you. So Tevia, tell us about TeKoda Accounting, your role there, and from your perspective, what makes your company unique?

Tevia Hoalst: Yeah, thank you. So, I own and run TeKoda, I'm the CEO, and there's I think two things that kinda make us unique. One, we are not a typical accounting firm. I kinda class us as outsourced accounting department. So first and foremost, we do not go into taxes. We partner with our client's tax firm, and we do everything pre-tax.

So anything you would hire for in an accounting department in your company, we can customize and do, and we source the team, [00:01:00] we're all US-based, we hire the best, and we make it really easy. 'Cause a lot of times, company's teams, don't have the background to interview for GAAP knowledge and make sure they're getting the best.

So A, we are outsourced accounting. B, I consider us what I call a people company. I think it's very unusual for an accounting firm to not be transactional, and I myself using a CPA firm sometimes feel like a number or where's the value that we're getting? And so I've positioned our company that we are people first.

We really work extra hard to bring value to our clients, to know them, know their pain points, what they care about, and actually try to bring a partner to their company and go above and beyond.

Jim Ries: So relational rather than transactional. I love it.

Tevia Hoalst: Yes.

Jim Ries: Tevia, when you think about TeKoda Accounting, what are you most proud of and why?

Tevia Hoalst: I'm definitely most proud of our [00:02:00] culture, and it goes to being people-based. My last job I ever had was a poor experience culturally, and so when I started the company, I didn't even know what we would provide, but I knew it was going to be a strong culture. And the correlation for me is that when your people are happy and taken care of, your clients benefit from that because turnover is lower, they're actually happy to be doing their job.

You just get a higher value output. So I'm really, really, really proud of what I set out to do, we are achieving in our culture.

Jim Ries: Yeah, I mean, happy employees makes happy customers, for sure.

Tevia Hoalst: Yeah.

Jim Ries: Tavia, what would you say you're most excited about heading into the next six months?

Tevia Hoalst: I think in the next six months I'm really excited actually what Entrepreneurs' Organization, EO, has given me i- in that community, that I'm really ready to go to the next layers and chapters of growth, and I think our [00:03:00] team is ready to handle that.

So just seeing, where we take the team and what we do, whether that's an acquisition or, really ramping up our size and seeing, what challenges that brings for us to solve.

Jim Ries: Oh, sounds exciting. All right, Tavia, here's the fun question. What is something about you personally that might surprise the people watching this video?

Tevia Hoalst: I would probably say the biggest thing is I actually don't come from an accounting background. I am the owner of my company, the entrepreneur that drives it. And so the surprise that we get a lot is that trickles through the company, that I'm very relational. I love fun. A lot of people think that's not serious, but I actually think it's incredibly important for work-life balance to not forget that we work hard, we play hard, and I love to bring fun and joy to what we do.

And a lot of people like that because, mostly their accountants aren't necessarily bringing that to the [00:04:00] table. So we like to be that.

Jim Ries: Preaching to the choir. I like the fun part, for sure. Listen, only because I know and I think it's really interesting, can you share with the viewers and the listeners what your other passion is that involves horses?

Tevia Hoalst: Yes. So my passion project is that we moved across the country. We bought a farm, and I wanted to start a horse rescue. So we rescue draft horses. We do have some other rescues as well, but that definitely keeps us busy and out, you know, in the sunshine.

Jim Ries: Love it. Love it. Well, thanks so much for spending time with us today and sharing so much about TeKoda Accounting.

We wish you the best. Sounds like you got some exciting months ahead, and I know I'll be seeing you soon.

Tevia Hoalst: Absolutely. Thanks, Jim.

Jim Ries: Bye.