

REPRESENTING WITH ...



[London, UK] - [21/07/2026]

R.E.P.R.E.S.E.N.T has announced a strategic partnership with TAG Community, the UK accountancy community supporting professional advisers through access to specialist knowledge, peer learning, technical resources and a wider network of trusted experts.

The series has been created to highlight trusted partners who help accountancy firms solve real operational, commercial and client experience challenges. Rather than announcing partnerships for the sake of it, R.E.P.R.E.S.E.N.T is building a focused ecosystem around the tools, people, communities and services that genuinely help firms grow, improve and prepare for what comes next.

TAG Community supports UK accountants by helping them access knowledge, insight and specialist expertise across a broad range of areas. Through its community, events, resources and expert network, TAG helps firms strengthen client conversations, broaden their thinking and access support that would not always sit inside the firm.

For R.E.P.R.E.S.E.N.T, the partnership is a natural fit.

R.E.P.R.E.S.E.N.T works with accountancy firms to help them win better clients, improve profitability, strengthen operations, make acquisitions work, embrace automation and prepare for exit.

TAG Community strengthens that journey by tackling one of the most common challenges facing UK firms: accessing the right knowledge and specialist support at the right time.

When that support is missing, firms can lose momentum. Client opportunities are missed. Advisory conversations stall. Owners are pulled into too much. Teams hesitate when the answer sits outside their immediate expertise. Growth becomes harder because the firm is trying to carry too much internally.

The partnership between R.E.P.R.E.S.E.N.T and TAG Community is designed to help firms fix that.

Together, the two businesses will help accountancy firms access stronger support, build better client conversations and create a more connected ecosystem around growth, acquisition, automation and long-term firm value.

Supporting firms across Win, Deliver, Acquire, Automate and Exit

Across the R.E.P.R.E.S.E.N.T model, TAG Community plays a practical role in helping firms access knowledge, expertise and opportunity.

WIN

R.E.P.R.E.S.E.N.T sharpens a firm's positioning, builds its marketing engine and helps it show up where ideal clients are.

TAG Community strengthens that journey by helping firms access wider knowledge, specialist insight and trusted support that can improve the quality of client conversations.

When firms can speak with more confidence about the challenges their clients face, they become more useful, more relevant and more valuable.

ACQUIRE

R.E.P.R.E.S.E.N.T supports firms through the acquisition lifecycle, from identifying the right opportunity to closing the deal and managing the transition.

TAG Community supports that journey by giving firms access to wider expertise and perspective around the commercial, technical and client considerations that can sit around growth.

Acquisition is rarely just about the transaction. It is about whether the firm has the support, structure and confidence to make the opportunity work.

AUTOMATE

R.E.P.R.E.S.E.N.T assesses a firm's tech maturity and builds a roadmap for better workflows, integrations and data usage.

TAG Community supports the same mindset through education, community learning and exposure to best practice. As firms look to reduce friction and improve how they operate, access to shared knowledge and practical insight becomes increasingly important.

The firms that improve fastest are often the firms that do not try to work everything out alone.

EXIT

Whether a firm owner wants to sell, step back or simply remove themselves from the day-to-day, R.E.P.R.E.S.E.N.T helps build the structure that allows them to do it.

TAG Community contributes to that journey by helping firms strengthen their wider support ecosystem, broaden client value and reduce reliance on individual knowledge sitting with one person or one team.

For firms preparing for the future, that maturity matters.

A business with stronger relationships, better access to expertise and more confidence around client support is a more resilient and valuable firm.

"The strongest firms are the ones that build the right support around them. They learn from others, access specialist expertise when it matters and create better outcomes for their clients. That's why TAG Community exists – as Your Trusted Advisory Partner for SME Accountants. We provide the multidisciplinary expertise and support that helps firms expand their offering, strengthen client relationships and unlock new opportunities. R.E.P.R.E.S.E.N.T shares that practical, firm-first mindset, which is why this partnership feels like such a natural fit. Together, we can help accountants think bigger, make better decisions and access the right support at the right time."

David Logan

Co-founder,
TAG Community



"UK accountancy firms are under more pressure than ever to advise clients across a broader range of issues. The challenge is that no firm can build every specialism internally, nor should they have to. TAG Community exists to help accountants access the knowledge, expertise and community they need to support clients with more confidence. Partnering with R.E.P.R.E.S.E.N.T makes sense because they understand the commercial and operational challenges firm owners are facing when they are trying to grow, improve and build more valuable businesses. The joint venture with R.E.P.R.E.S.E.N.T creates massive financial and marketing synergies for accounting firms and the clients of their firms."

Mark Allen

Co-founder,
TAG Community



"This partnership is exactly what the 'Representing with...' series is about. We are not looking to badge-swap with organisations for the sake of it. We are building a trusted ecosystem around the real challenges accountancy firms face when they are trying to grow, acquire, automate or prepare for exit. TAG Community gives firms access to knowledge, expertise and peer support they would not always have in-house. That is hugely valuable when firm owners are under pressure to do more, advise more and build something stronger."

James Sundin

Co-founder &
Chief Evangelist,
R.E.P.R.E.S.E.N.T Group



"When we work with accountancy firms, we often see the same pattern. The ambition is there, the opportunity is there and the clients are there, but the firm needs better structure, better support and more confidence around execution. TAG Community helps firms access trusted expertise and shared knowledge, which can make decision-making stronger and progress easier. This partnership gives firms another practical way to build capability around the business without trying to carry everything alone."

Antoaneta Pop

Co-founder & Chief
of Enablement,
R.E.P.R.E.S.E.N.T Group



Why this partnership matters



Access to specialist knowledge is often treated as something firms only need when a specific client question appears.

In reality, it sits much closer to the centre of growth.

Every firm owner wants to win better clients, create more valuable conversations and build stronger relationships. But that becomes difficult when the firm feels limited by the knowledge, resources or support it has immediately available.

A client asks a more complex question.

An opportunity appears.

A growth decision needs wider perspective.

An acquisition creates uncertainty.

An owner starts thinking about exit.

In each of those moments, the right support can change the outcome.

As accountancy firms become more ambitious, more advisory-led and more commercially mature, they need more than internal effort.

They need access to trusted expertise, practical learning and a wider community around them.

The firms that scale well are the firms that know what to build internally and where to access external support.

That is where TAG Community becomes a strategic part of the R.E.P.R.E.S.E.N.T ecosystem.

It helps firms turn isolated questions into better conversations, missed opportunities into stronger client value and individual pressure into shared knowledge.

For firms looking to win better clients, acquire with more confidence, automate intelligently or prepare for exit, that access to expertise becomes a competitive advantage.

About TAG Community

The TAG Community is the only UK business that enables regional accountancy firms to create an overnight team of experts that all work in unity across 31 business services. Experts including a substantial network of correspondent advisors across the World too.

TAG can assist with complex tax, financial services, funding, insurances, legal advice and business risk protection. TAG have many other expert services to draw on too. Many of our members have quadrupled in size over the last few years; supporting complex clients offering a broader range of advisory work.

Media contact

Email: info@tagcommunity.co.uk

Website: www.tagcommunity.co.uk

LinkedIn: [tag-community](https://www.linkedin.com/company/tag-community)

About R.E.P.R.E.S.E.N.T

R.E.P.R.E.S.E.N.T helps accountancy firms grow, improve and prepare for what comes next.

The business supports firms with positioning, marketing, acquisition strategy, operational improvement, automation readiness and exit preparation. Its work is focused on helping firm owners build more valuable, scalable and less dependent businesses.

Media contact

Email: hello@represent.global

Website: www.represent.global

LinkedIn: [represent-resourcing](https://www.linkedin.com/company/represent-resourcing)