The 20th largest U.S. accounting firm by annual revenue, Eide Bailly celebrated its 100th anniversary in 2017. Its roots can be traced to 1917 when John A. Cull opened an accounting business in Fargo, N.D. Cull was the seventh man in North Dakota to become a CPA; he was later joined by Oliver A. Eide. In 1950, Charles Bailly opened a branch office in Fargo for Broeker Hendrickson. Nearly 50 years later, in 1998, Eide and Bailly finally teamed up. Since then, Eide Bailly has grown into a firm with more than 2,500 staff members in over 40 offices across 14 states and Mumbai, India. The firm has $342 million in annual revenues.

Eide Bailly LLP is a regional certified public accounting and business advisory firm with diverse talents, industry experience and service specialties. As a member of HLB, Eide Bailly joins a worldwide network of independent accounting and advisory firms with 968 offices and 32,839 people in 159 countries.

Eide Bailly’s service offerings focus on three key business issues: digital transformation, optimization, and future readiness. Digital transformation includes services such as data analytics, technology consulting, implementation and integration, cybersecurity, and overall advice and guidance. Optimization provides operational reviews, bookkeeping, tax planning and consulting, audit and assurance, human resource consulting, cost segregation studies, and more. Future readiness includes services such as risk advisory, wealth planning, fraud and forensic advisory, ownership transition, R&D, and more.

Eide Bailly is looking for self-starters with strong communication and leadership skills who are eager to learn and continuously improve. The firm treats its interns like full-time associates, offering them hands-on experience and the ability to work alongside senior professionals and clients. For full-time associates, there are extensive career development opportunities, including valuable trainings and a unique exchange program that allows professionals to experience various service areas, industries, and specialties in order to make more informed career choices.

In general, a good quality of life can be had at Eide Bailly. Staff typically work a lot of hours during busy season, but outside the busy season, staff commonly work a little under 40 hours a week. Eide Bailly also offers a lot of schedule flexibility. Meanwhile, salaries and bonuses are average compared to the industry, but the firm has been trying to improve overall compensation—it made no salary cuts during the pandemic, and staff still received annual raises. The firm’s pension and healthcare benefits are also average, but wellness offerings are extensive and include meditation apps, lifestyle reimbursements, yoga classes, counseling, and more.

Eide Bailly has effective diversity and inclusion initiatives in place, and is somewhat diverse at the entry levels but less diverse at the senior management levels. As for the firm’s business outlook, Eide Bailly is growing and has a strong pipeline of business. Its biggest challenge is hiring enough staff to get all the work done, but its offices with fuller staffs have been helping its offices still in the process of filling positions.
EIDE BAILLY LLP
2023 TOP 25 ACCOUNTING FIRM

OUR SURVEY SAYS

Hiring Process

- “Interviews are standardized, and the callback process is immediate if possible to bring in great candidates. An ideal candidate would be someone with the right education background and strong communication skills who is willing to learn and continuously improve.”
- “Candidate should be a self-starter that is a good culture fit. Having the ability to problem solve is key. Leadership skills are also key.”
- “We really try to recruit and hire the best and brightest, as public accounting is fast paced and can be easy to fall behind. Our recruitment and hiring practice is pretty extensive. We try to keep in contact with local colleges and host/attend events to get to know potential recruits before the interview process even starts. There are initial screening calls with our recruiting department and then local interviews with staff/managers/partners either in person or virtually. We look for not only good performers but also for attitude and a willingness to learn.”
- “Eide Bailly is seeking candidates who are willing and able to learn. Technical knowledge is something anyone can acquire, but soft skills and personality to be a good fit is a different story. When someone starts a new job, we do not expect them to immediately know and understand all the procedures and policies. Employing someone who is willing to communicate and learn is invaluable.”

Interview Questions

- “What is your ideal day or work situation? Tell us about a conflict that you had to address in your day to day activities? Tell us about some activity or event you were passionate about and why?”
- “What makes you interested in a position serving clients with their accounting and business needs? Is there a certain area that you’re passionate about related to your work and skills? What work environment puts you in the best position to succeed? Describe how you work in a team project setting? Describe how you approach managing your time with multiple duties/projects are your sole responsibility to complete?”
- “What interests in you a position with us? One of the qualities we look for in individuals is professionalism … tell me what this word means to you. How do you go about meeting and forming relationships with new coworkers, teammates, or classmates? Tell me about a situation where you were given a project that you weren’t sure how to complete. What did you do? What did you learn?”

Internship Experience

- “Very welcoming and understanding culture with the ability to be flexible and fit your needs. Lots of fun opportunities/activities to participate in within the firm, plus lots of room to learn and find what you enjoy. However, the trainings can be a bit mundane and redundant after a while.”
- “I was given the chance to interact with both coworkers and clients, as if I were a full-time employee. Eide Bailly treats their interns like associates and allows them to get the experience of full-time associates without working the traditional busy season hours.”
- “I was considered a valued member of the tax department team and challenged with difficult projects for my level of experience. Also, the constant training I received was great. Most challenging part was not being as prepared from my college experience as I wish I would have been.”
- “I was treated like an entry-level associate. The firm immediately had me look into and prepare different types of tax returns. I wasn’t relegated to simple returns or scanning documents. I learned a lot of technical and soft skills in the few months as an intern. The hardest part was trying to balance the internship with my accounting courses and personal life.”

Career Development

- “Our exchange program is unmatched in its ability to allow our professionals to try other service areas, industries, and specialties in order to make a more informed choice about career alternatives. It allows our professionals to move seamlessly within the firm, in order to try different careers without changing firms. Our teams strive to have incredible training opportunities. However, our firm’s growth does create some client service limitations due to the level of training provided.”
- “They set you up for success with a career advisor—those above you who want the best for you and aid in your learning. They push you to be your best and get a CPA, and cheer for you when you succeed. All of which aids in career development.”
- “One of the best aspects of career development is that at Eide Bailly you ultimately have the choice as to how you want your career to go. You have the say as to what industry you want to work in, how much you want to work to an extent, and the level of interaction you want with clients. There is the general expectations for each of these, but it is up to each individual to make their choice to tailor their career. If you are willing to put in the time and effort, others will notice. Some of the most challenging aspects are just that with any career development in a firm type company, promotions or moving up the ladder can seem to take a while at times. Eide Bailly has a turnover rate that is probably a little less than industry average, but if you are willing to wait your turn, opportunities will open up.”
- “The best part is their EB Xchange program. Employees who have been with the firm for at least two years can apply to work for a short period of time in one of the specialty areas. The worst aspect would be similar to other companies: there is a hierarchy, and sometimes that hierarchy limits growth potential due to the tasks required at each level.”

Quality of Life

- “Overall, the firm’s quality of life is pretty good. Obviously, with busy season there are a lot of hours worked. However, outside of the four months or so that is busy season, you are generally working around or a little under 40 hours a week. Eide Bailly has a lot of flexibility as well. You control your own schedule, and if you need to be gone for an appointment for an afternoon, that is totally fine. The only ask from Eide Bailly is that you communicate with your team and in-charge or manager so that you are not just MIA.”

Overall, the firm’s quality of life is pretty good. Obviously, with busy season there are a lot of hours worked. However, outside of the four months or so that is busy season, you are generally working around or a little under 40 hours a week. Eide Bailly has a lot of flexibility as well. You control your own schedule, and if you need to be gone for an appointment for an afternoon, that is totally fine. The only ask from Eide Bailly is that you communicate with your team and in-charge or manager so that you are not just MIA.”
EIDE BAILLY LLP

2023 TOP 25 ACCOUNTING FIRM

- “It is generally easy to get approved for time off for vacations when it isn’t busy season. There are months during the year where taking a vacation is not feasible.”
- “Depending on staffing, work/life balance can be a challenge, but overall over my career, my work/life balance has been VERY manageable when I needed it to be or wanted it to be (kids’ events, etc.).”
- “Summers are super flexible and you can basically take time off whenever you want. Busy season obviously has high requirement, which is normal for every accounting firm.”

Salary and Benefits

- “Overall salary is probably somewhat comparable to the average for public accounting. The firm does a good job of adjusting compensation to account for living expenses based on the area of the country in which you live. I would say that our benefits, specifically health, dental, and vision, are great perks. Dental and vision have very small premiums, and provide great baseline care and visits. I recently had to use my health insurance more with an injury, and I have been pleasantly surprised as to what all is covered under the health plan. Other perks are Flex Fridays in the summer to allow for people to either not work or take off early, so long as the work for the week is done.”
- “I would say compensation is pretty average. The firm is still mid-size, so the hours worked do not compare to the Big 4 and are easier to manage. There are always fun and free activities to participate in during busy season (bowling, happy hours, dinners, meal reimbursements, BINGO, healthy snacks, doughnut day, and more!).”
- “Bonuses are largely based on performance, so if you are a top performer you are compensated for it. The company is also very flexible for when hours are put in, as long as you are getting your work done. The company also put in a lifestyle spending account recently that is a nice perk. However, health Insurance premiums are very high for families, especially if you have one and are early in your career without a higher salary. PTO offered is so high that many people can’t use it all and end up maxed out and losing hours.”
- “The salary is less than competitive, but they are trying to improve that. There were no salary cuts/layoffs etc. during the pandemic, in fact, all staff still received annual raises and partners took the hit. The pension/retirement benefits and healthcare are okay, but certainly not the best in the industry. Perks include flexibility with hours/remote work.”

Wellness Efforts

- “There are EAP programs for counseling which are great. We get the Calm app for free for meditation/sleep meditations, and lifestyle reimbursements which used to be only for gym/exercise stuff but has been expanded and even can include childcare or house cleaning services.”
- “Eide Bailly has an Employee Assistance Program that allows six visits with a counselor at no cost to the employee. I have utilized this and think it is a great benefit, especially with the increase in mental health awareness since the start of the pandemic. Eide Bailly also provides a lifestyle benefit that allows for employees to use the money for a variety of things, such as wellness equipment, gym membership, bikes, etc.”
- “We have a culture committee designated to incorporating health and wellness into our lifestyle. The firm also takes up a few activities during the year that each office can participate in, as well as sending monthly bulletins about various health and wellness topics.”
- “Our head of HR is very proactive regarding mental health and wellness. She advocates for programs to support staff, especially these last couple of years with the pandemic. Some of the benefits available include: Calm App (for daily meditation, stress relief), Beacon Wellbeing (financial support services, counseling, legal support services, other work/life services), and Omada Health (weight loss program). Our local office has yoga once a week (currently virtual due to pandemic). There is a lifestyle spending account that can be used for wellness expenses like exercise classes, equipment, gym fees, etc.”

Diversity, Philanthropy, and Green Initiatives

- “Eide Bailly is really focused on giving back to the community. The firm gives all employees eight hours of volunteer PTO annually and sponsors numerous firm volunteering events, the biggest being DAM to DSM. Eide Bailly is also really pushing to become a more diverse office. At the moment, there is some lack of diversity especially in upper management at the local office level, but this lack of diversity is acknowledged and the company is working to correct it. The company has also begun focusing on their hiring process and working to reach more diverse pools of applicants to help increase their diversity.”
- “There’s a great diversity initiative here. We haven’t seen a ton of movement as far as racially diverse hires, but I think hiring in general is tough lately. I’d like to see the firm do better on environmental efforts.”
- “We have a committee that focuses on inclusivity and diversity and puts together trainings for the firm to complete as well as other informational items.”
- “Eide Bailly takes a progressive approach in recruiting where they seek qualified individuals who we believe will fit with the office/firm culture. However, while the team is very diverse at the associate and senior associate level, I feel that as we move higher up in the ladder the diversity is less so.”

Business Outlook

- “The firm has extensive short-term and long-term growth plans and goals. The overall firm leadership is well poised and committed to these goals. I would like to see more goals related to our people and retention, as it is very hard to keep growing financially without the people to do the work.”
- “The managers and partners seem capable of generating new business year over year. Not having enough work is not a concern. However, not being adequately staffed to handle the amount of work seems to be an issue that affects employee morale.”
- “I think that Eide Bailly will continue to grow and have plenty of business going forward. Currently, the biggest challenge across the firm is hiring enough staff to get all the work done. However, the offices that have been able to fill all their positions are able to help the offices that haven’t.”
- “We have grown a lot the last few years staff-wise and client-wise, and it seems like it will continue to trend upwards and continue growing into the future.”