



FOR IMMEDIATE RELEASE

## **Regional Accounting Firm, Fust Charles Chambers Announces Rebranding and Relocation Efforts**

Syracuse, NY May 1, 2023 — Fust Charles Chambers, a regional accounting firm for more than 35 years, has recently announced its rebranding and relocation strategy. The company has changed its name to "FustCharles" and has moved to a new location at 220 South Warren Street in Downtown Syracuse.

The Firm's history includes operating from various locations, starting from its inception Downtown at 250 Harrison St. and later moving to Widewaters Business Park in 1992, where it occupied two different buildings over a thirty-year period. When the space on Warren Street presented itself, the Firm realized it would be an ideal opportunity to join the vibrant Downtown Syracuse Community and revitalize their brand at the same time, which will be defined by a year-long campaign, "NewFace. NewPlace."

The new location at Merchant Commons and the new brand will introduce a fresh and modern look for the Firm, matching its culture, people and clients. It will competitively position FustCharles in the accounting industry's recruiting landscape while also appealing to the current workforce's preference for an urban setting. Offering a hybrid work environment, the Firm intends to offer employees the flexibility to work in the office in an exciting work environment, combined with the modern advantages of remote work.

According to Jacke Al-Nwiran, Marketing Specialist at FustCharles, "Our relocation and rebrand infuses new energy into FustCharles, signifying a new chapter for the Firm while expanding our growth and client service offerings. The Firm's commitment to talent development, innovation and teamwork in this competitive and fast-paced industry is evident with this move and through the excitement in our new brand strategy."

The Firm's relocation will allow FustCharles to be closer to business and thought leaders in the community and better position itself as experts in Audit, Tax and Consulting. The Firm will continue its long-standing community engagement initiatives and utilize its new image to attract the next generation of accounting professionals.

### **About FustCharles**

FustCharles is dedicated to evolve and adapt to meet market needs. Our team of CPAs and Advisors take a personal interest in each client we collaborate with to help them succeed. We are more than numbers. We help our clients find balance in their business. We are a professional team of CPAs and Advisors. We are FustCharles.

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For more information, please visit FustCharles online: [www.fustcharles.com](http://www.fustcharles.com).

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