

Success Story

Order in the court—and the back office

Angel Reyes & Associates streamlines operations and supports explosive growth with Sage Intacct

“We’ve increased revenue by 400% in three years, and plan to double that within the next two. We have no doubt Sage Intacct can keep up.”

Mike Gsell, CPA
CFO, Angel Reyes & Associates



The challenge

The firm was expanding fast—but its financial systems couldn't keep up. With QuickBooks siloed from the firm's legal platform, the finance team was bogged down in double entry, manual reconciliations, and time-consuming reporting.

The solution

The firm selected Sage Intacct to automate financial workflows, eliminate double entry, and scale seamlessly with growth. The cloud-based platform delivered rapid value, streamlining operations, improving visibility, and empowering the finance team to work faster, smarter, and more strategically.

Results with Sage Intacct

With expert guidance and a flexible, cloud-based platform, the firm has transformed its finance operations and scaled efficiently and with confidence.

- Eliminated duplicate data entry between legal and finance systems.
- Reduced bank reconciliations from two days to two hours.
- Cut daily revenue posting time by more than an hour.
- Saving \$200K+ annually by avoiding two to three additional hires.
- Enables attorney-level reporting and revamped compensation structure.
- Built five-year forecasts and accelerated lender reporting.

Sage

Organization
Angel Reyes & Associates

Location
Texas, US

Industry
Legal

Sage Products
Sage Intacct

 **ANGEL REYES**
& ASSOCIATES

About Angel Reyes & Associates

Angel Reyes & Associates is a Texas-based Martindale-Hubbell AV-Rated personal injury law firm. Its Texas personal injury lawyers have a nearly combined 100 years experience representing plaintiffs in personal injury, business, and dangerous prescription drug & device litigation. The firm prides itself on a client-centric approach, emphasizing compassionate and personalized legal representation.



Growth is on the docket

Angel Reyes & Associates isn't your typical personal injury firm. Based in Dallas, Texas, the firm has built its name—and its momentum—on doing things differently. Over the past three years, Angel Reyes & Associates has quadrupled its revenue and grown from 70 employees to over 500. With four locations and a fifth on the way, that kind of growth doesn't happen by accident. It takes clear focus, smart investment, and the right systems to support a modern law practice.

For CFO Mike Gsell, that system is Sage Intacct.

"We've added hundreds of people, tripled our complexity, and grown revenue several times over," Mike says. "And we've done all of it without needing to dramatically expand the finance team. That wouldn't have been possible without Sage Intacct."

When QuickBooks couldn't keep up

Before implementing Sage Intacct, Angel Reyes & Associates ran its financials in QuickBooks while managing cases in a separate legal-industry application built on the Salesforce platform. With no integration between the two systems, the accounting team was stuck entering data twice—first in the legal system, then again in QuickBooks. Every case expense, every settlement check, every payout required duplicate effort.

Mike, who joined the firm in 2021 as its first-ever controller (and is now CFO), knew something had to change. "You hit a point where you can't grow unless your systems grow with you," he says. "For us, that moment came when we tried to connect the dots between case management and finance."

With prior experience using Sage Intacct at another law firm, Mike already knew the integration could work. Angel Reyes & Associates went live with Sage Intacct on January 1, 2023, and launched the integration just a few months later. "We've never looked back," he says.

Automation replaces duplication

Today, every new case—or "matter"—created in the legal system is automatically synced to Sage Intacct, where it's tracked as a customer record. Revenue projections, matter types, and attorney assignments are also synced, creating rich reporting without the need for manual consolidation. Settlement funds flow into Sage Intacct as receipts. Expenses entered by paralegals come through as AP bills. Payouts to medical providers and clients generate automatically.

The result? Total elimination of double entry.



The law firm has plans to triple in size over the next few years and CFO Mike Gsell has every confidence that Sage Intacct can scale right along with them.

“Before Sage Intacct, we spent an enormous amount of time duplicating work just to keep the books balanced,” Mike explains. “Now, it’s all automated—and we’re so much more confident in the data.”

That confidence extends to other routine tasks, too. Bank reconciliations, which used to take two days, now take just a couple of hours. Monthly interest allocations—spread across 9,000 open matters—are handled in minutes using Excel import templates. “What used to take days now takes minutes. We’ve shaved hours off our daily processes,” Mike says.

Leaner, smarter finance operations

Despite quadrupling in revenue and operating a now multi-entity, multi-location business, the firm has only increased its finance headcount from four to six. “If we were still on QuickBooks, we would’ve needed at least two or three more people,” Mike notes. “At an average salary of \$75,000, that’s hundreds of thousands saved each year.”

Doing more with less is only part of the story—what really matters is doing it strategically. With time freed from manual tasks, Mike and his team now focus on forward-looking initiatives like modeling and forecasting. “We’ve built five-year projections that guide our growth—because we finally have access to the granular data we need,” he says.

Insights that drive performance

Sage Intacct is now the backbone of a firm-wide performance culture. Using Sage Intacct dimensions, the firm tracks revenue by attorney and legal team, known internally as “pods.” Daily automated reports show exactly how each attorney is performing against their targets. That data helped Angel Reyes & Associates completely revamp its associate compensation model, giving attorneys clear goals tied to firm performance.

“It’s completely changed how our associates operate—and it’s been a major driver of our growth,” says Mike.

The firm also tracks and reports revenue by office, matter type, and even projected value—giving leadership unparalleled visibility into performance and profitability. Those same insights support everything from budgeting and strategic planning to lender negotiations. “When we renegotiated our line of credit, I was able to deliver everything they asked for in 24 hours,” Mike says. “That’s a testament to the systems we’ve built.”

Designed for scale

As Angel Reyes & Associates prepares to triple in size over the next few years—expanding into new states and possibly acquiring other firms—Mike has zero concerns about the solution’s ability to scale with them. “We have plans to double that within the next two years—and we have no doubt Sage Intacct can keep up” he says.



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Mike Gsell
CFO

Even the little things make a difference. Because Sage Intacct is cloud-based, Mike can review reports or collaborate with attorneys from his iPad—whether he’s in the office or on the road. “That kind of flexibility matters when you’re growing fast,” he says.

A complete transformation

Looking back, Mike says the move to Sage Intacct reshaped not only how the firm manages its accounting, but how it operates as a whole. “It’s been transformational,” he says. “We’re more efficient, more agile, better informed—and better equipped to grow.”

For a firm that thrives on making strong cases, Angel Reyes & Associates now has one more in its corner: the case for Sage Intacct.



Sage

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