

Your guide to
why



Anything is possible
when you have a CPA
who believes in you





This is for the high achievers.


The go getters.

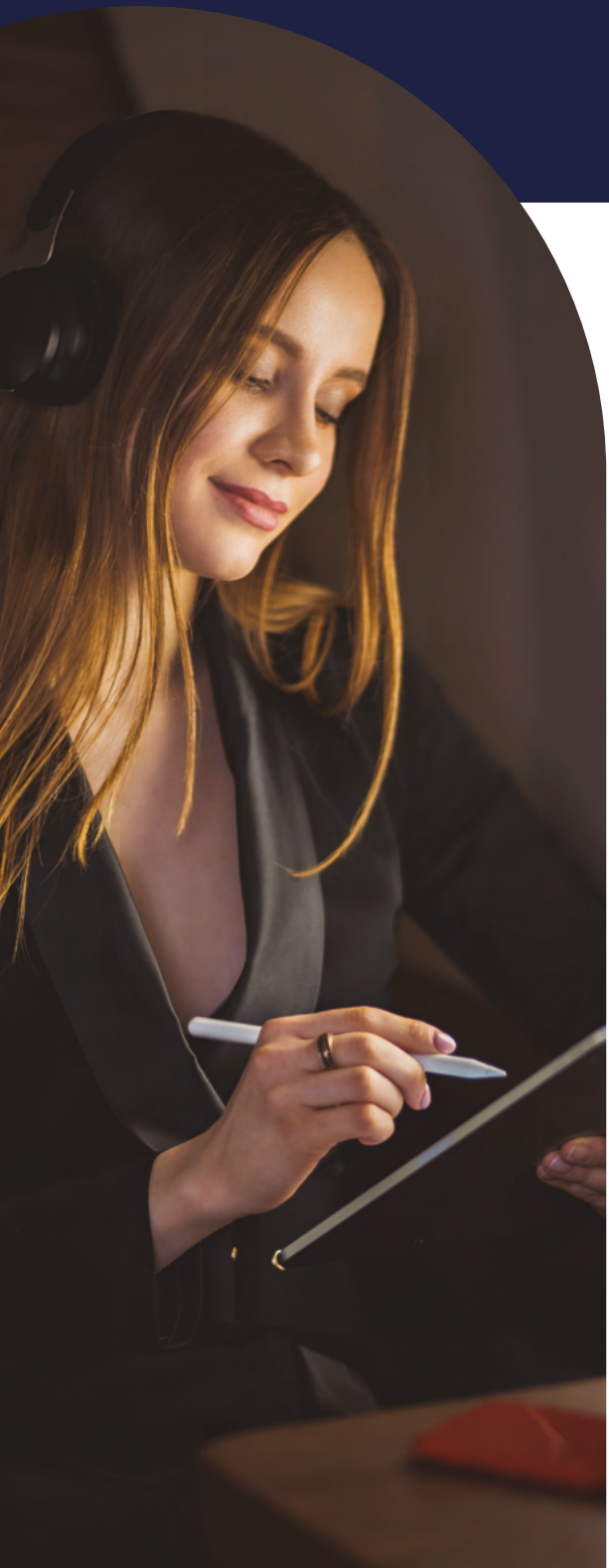
The self starters.

The rebels with a cause.

You set out to do
business your own way.

You deserve to work with
accountants who match
your energy.





Let's skip the small talk

You're reading this guide because you feel dead-ended by your accounting.

Maybe you're not getting the financial security you'd hoped for from your business. Maybe "the numbers" feels like another language and no-one is teaching you how to speak it. Maybe you had a negative experience with a past accountant and you've got your guard up.

Maybe you're just sick of maybes.

You know that understanding your financials is the key to unlocking your potential and you want to work with a team who will get you there.



"Nesha is literally the savior of our finances. She has cleaned up the biggest mess we were left with from our previous CPA. During this COVID-19 pandemic, not only has she been the best financial guide, but she has worked just as hard on helping secure the future of our company as if it was her own."

KENNA EHMAN

Kenna Kunijo Salon






We're an accounting partner to solopreneurs and small businesses.

A partner, not a vendor.

We work as part of your team.

We help you reach the highest level you desire by empowering you with your financials.





Our clients differ, but they share a common spark

We work with business owners from an array of industries and sectors.

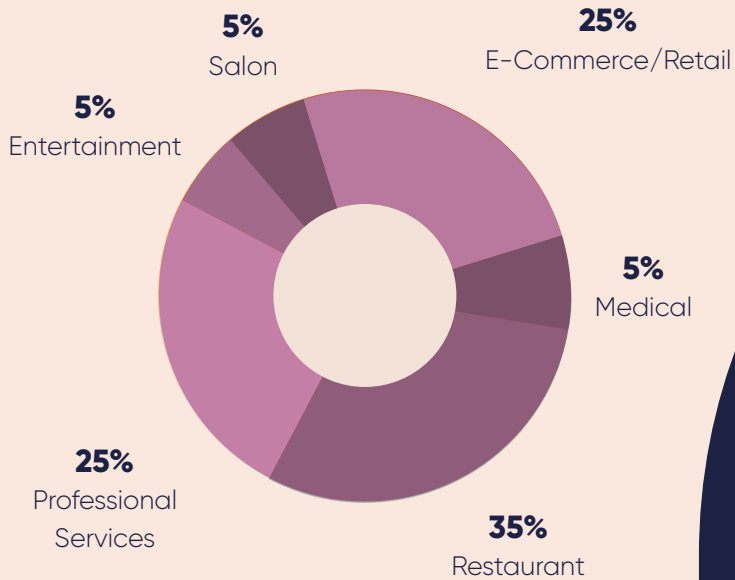
But there's a mindset that makes them all click and connect.

They have a passion to create. They get their energy from bringing ideas into existence. They're always hustling and thinking up cool things. They want to grow a profitable business and have a positive impact on the world. They're doing the work. Making lemonade from lemons.

Are you saying YES, THAT'S ME!

Then Pai CPA was built for you.





Client industries

Our clients are from an array of industries and sectors

We cater to small businesses all over the United States, with a concentration in Charlotte, NC

A few of our clients



WORK WITH US

Hand it all over to us, or just in part.

Where do you most need a partner right now?



Taking the
accounting off
your plate

**Best for growing businesses
that want to outsource some
or all of their accounting tasks.**

We'll close your books and prepare timely and accurate financial statements each month to inform key business decisions. We also provide compliance reporting, like sales tax and annual report filings.



Getting your
accounting software
and systems set up

**Best for businesses that want
to establish the foundation of
their accounting systems.**

Invite us in! We'll set up your Quickbooks Online account and create a proper coding system for all of your financial transactions to ensure everything is classified correctly and reports can be run accurately.



Coaching to manage
your accounting
in-house

**Best for businesses who want
to continue to manage their
accounting in-house.**

Book a 1:1 session with our Founder and CEO, Nesha Pai, to identify areas to improve your financial system— and your business— as well as assist you with specific pain points you may be facing.



As your business grows, so does our ability to support you

Start with what you need right now. Know we've got covered you long-term.

With your goals at the centre of everything, we can drop in a holistic range of services to keep you on track as you grow.

*We will work with your tax CPA, or match you with one.



As a business owner, I tend to be cautious by nature. As my business began to expand and I came to the point of needing outside help in managing my daily bookkeeping and accounts payable; something I had always done. It was a big step in letting go. Pai CPA, PLLC has made that transition seamless. they're a breeze to work with and treat my business as their own. All of my managers love them and they've freed me up to work on my business rather than in it. As a result productivity and profit are both moving in the right direction.
Highly recommended.

CONRAD HUNTER

Foxcroft Wine Co



The Pai promise



COMMITMENT

We make sure our clients trust us implicitly to get the work done in the time we promised, as well as striving for excellence in what we do.



INTEGRITY

We are always standing up for what is right. We hold truth in the highest regard.



HUMILITY

We have the mentality that the client is always right and go above and beyond to serve them.



COLLABORATION

We work as a team, internally and as a partner to our clients, externally. We take ownership of our individual clients.



LIFESTYLE

We strive to have balance in our lives so that our own goals and visions for our respective lives are fulfilled.



The Pai people

Meet your leadership team of finance professionals and support superstars.



Nesha Pai, CPA

Founder and CEO



Tanya Loseke

Director of Operations



Erika Friedman

Senior Client Service
Provider and Team Lead



Ready to be heard?

No one puts your business in the corner.

You're **DONE** with the CPAs of the past. We're over it too.

Let's start talking about your future.

Take your next step.



Get a proposal

We'll set up a quick discovery call to assess your needs and pain points. If we are a good fit, we will send a proposal and engagement letter.

[Send us your details](#)



Accept your proposal

Further along already?

Click **accept** on your proposal/engagement letter and we'll kick off onboarding.

We can't wait to work with you!

