

## OUR SERVICES INCLUDE:

### TAXES

- Preparation
- Planning
- Research
- Representation before IRS and State Agencies

### BOOKKEEPING: QUICKBOOKS®

- System Set-up, Maintenance & Instruction
- Basic, Pro and Premier Versions Supported
- Chart of Accounts Set-up Assistance

### BUSINESS CONSULTING

- Start-up Companies
- Entity Selection
- Bookkeeping System
- Small to Mid Size Businesses

### SPECIALTY AREAS

- Corporations
- Partnerships
- Individuals
- Trusts
- Pension Plans
- Not-for-Profit Organizations

## WHAT WE HEAR FROM SMALL BUSINESS OWNERS

*If it's not my genius, then it's not my job. I have no intention of keeping up with tax laws and spending hours researching tax advantages for my business. Therefore I cannot be good or better than someone that specializes in this area.*

*Time is my most valuable resource. Spending time doing taxes and keeping books current is not the best use of my time. I need to focus on better serving my existing customers and educating prospects on my products and services.*

*I regard my CPA as a member of my team. She advises us on financial matters, prepares business financials accurately and on time so I can make good business decisions using good information—alerts us on laws that impact our tax strategy.*



# CPA FOR SMALL BUSINESS

*We Help You Analyze, Interpret  
and Plan for Growing  
Your Small Business*



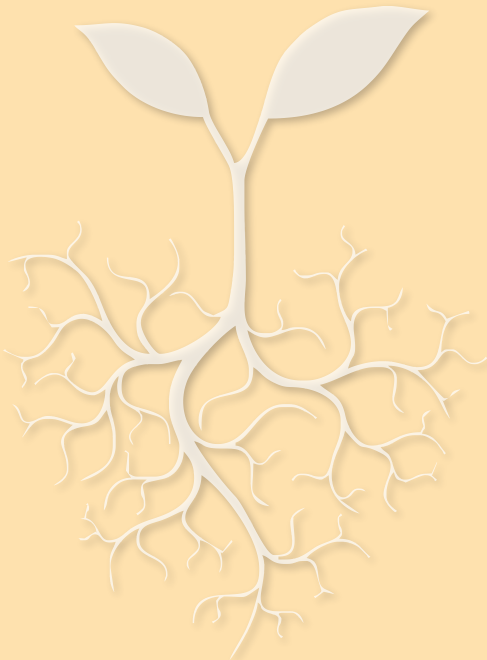
**Esther N. Phahla, CPA**  
*Certified Public Accountant*

## WE UNDERSTAND...

A small business owner wears many hats. Assigning your tax, bookkeeping and financial analysis tasks to us frees you to do what you do best.

We do more than simply record transactions and passively generate documents. We actively analyze your data, and we help you interpret and convert that data into actionable business intelligence.

We strive to understand your business from the inside out. Our goal is for you to understand the financial impact of every dollar you earn and spend, so you can make good business decisions.



## WE HELP YOU PUT DOWN ROOTS ...

**STARTUP.** Not sure what entity is best for tax purposes? We can sit down with you discuss which will best suit your business and your personal goals. We help your business grow strong and healthy roots.

**TAX PLANNING.** We become part of your team thereby becoming involved in business planning throughout the year. We regularly advise you so your business functions with peak tax efficiency.

**BUSINESS CONSULTING.** We will help you grow your business by assessing business problems and offering specific solutions. In short, we strive to understand your business from the inside out.

**PERSONAL FINANCE ADVICE.** We understand that your personal finances are integrally linked to your business finances. We take a holistic view of both. We not only help with tax returns, but with longer term tax planning, business planning, and even personal tax planning—giving you the best tax advice so you run your business efficiently.

**QUICKBOOKS® PRO ADVISOR.** If you're sitting in front of QuickBooks® wondering where to begin, let us help you get off to a good start. It will make all the difference.

**CREDIT APPLICATION ASSISTANCE.** Most banks require a CPA when considering loans. We're there for you.

**IRS REPRESENTATION.** We represent our clients with the IRS, helping ameliorate stress.

**NETWORK.** Within our network of professionals, we can also direct you to financial planners, insurance professionals and living trust professionals for help specific to your needs.

[www.EstherPhahlaCPA.com](http://www.EstherPhahlaCPA.com)

## WE SERVE MANY INDUSTRIES ...

We work with individuals and small businesses in:

- Healthcare & Physicians
- Retail
- Manufacturing
- Construction
- Real Estate
- Distribution & Service Industries
- Consulting Firms

## OUR SPECIALTY AREAS

- Corporations
- Partnerships
- Individuals
- Trusts
- Pension plans
- Not-for-profit organizations

(951) 514-2652

ONE HOUR FREE CONSULTATION

**ESTHER N. PHAHLA, CPA**  
is a Temecula-based CPA firm providing tax, bookkeeping and consulting services.

We proudly serve individuals and small business owners in Temecula, Murrieta, Wildomar, Manifee, Lake Elsinore, Fallbrook and Hemet.