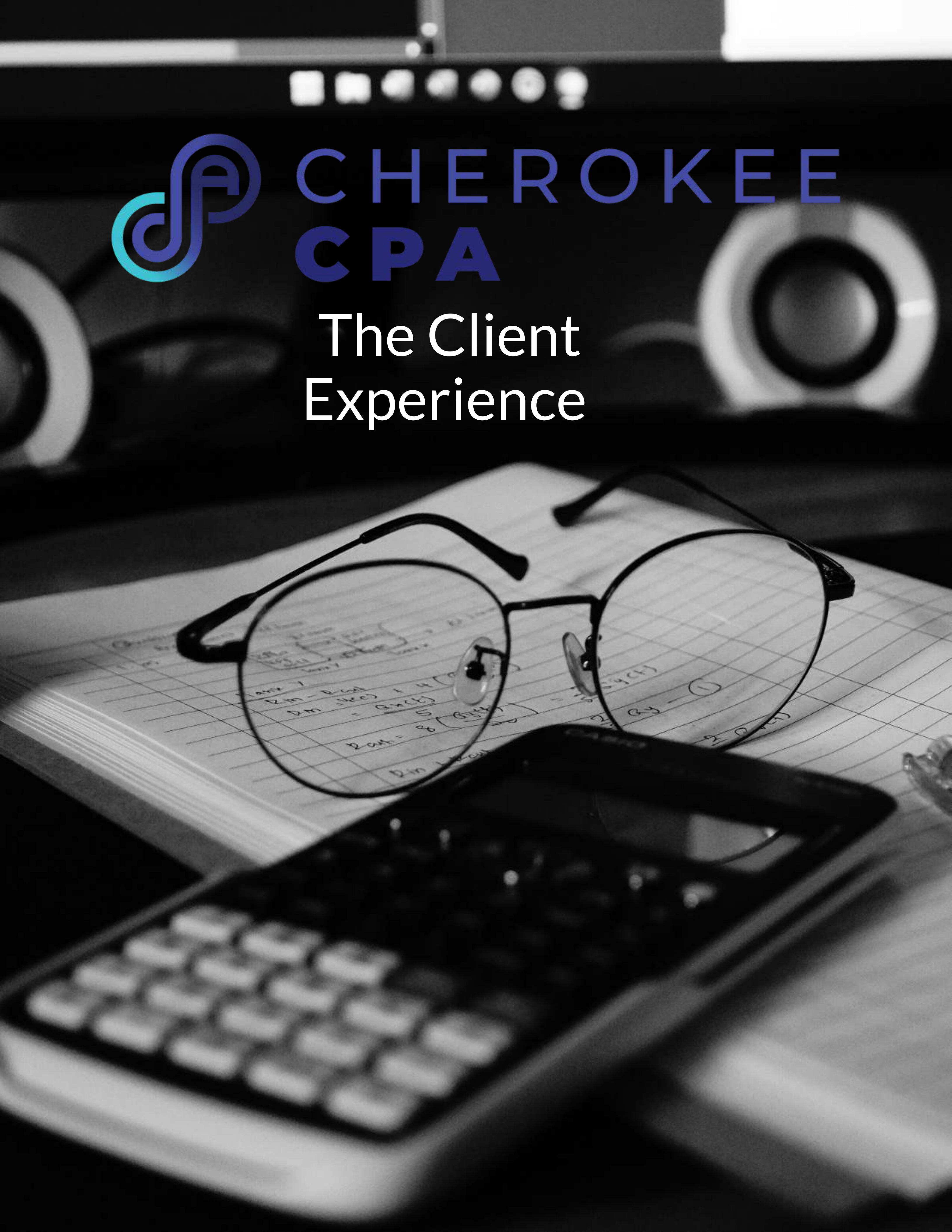


CHEROKEE CPA

The Client Experience

01

Who We Are

WHO ARE WE?

OUR MISSION:

To empower small business owners to succeed by helping them know their numbers and provide reliable outsourced accounting, so they are free to build their dreams.

OUR VISION:

To be an innovative and technology driven tax and accounting firm that leads by example with people, processes and services.

OUR CORE VALUES:

- **AUTHENTICITY:** We are relatable and approachable.
- **BALANCE:** We foster a sustainable balance between work and home for our team and our clients.
- **COMMUNICATION**: We strive for clear and concise communication to more effectively meet client needs and increase team productivity.
- **INNOVATION & BEST PRACTICES:** We leverage technology and processes to achieve high quality and meet expectations.
- **TEAMWORK & COLLABORATION:** We believe in working together to find effective solutions for both our team and our clients.

CHEROKEE CPA

What is "The Client Experience"?

Welcome to Cherokee CPA! We specialize in helping small and medium-sized businesses simplify their finances, stay compliant, and plan for growth. This guide will help you understand who we serve, what we offer, and how we work with clients like you.

WHO DO WE SERVE?

- Business Size: Small to medium businesses, from startups to $15M in revenue
- Location: Clients across the US. (North Atlanta Metro preferred for face to face)
- Industry: All Industries Welcome
- Financial Position: Stable, growth-oriented businesses ready to invest in long term success

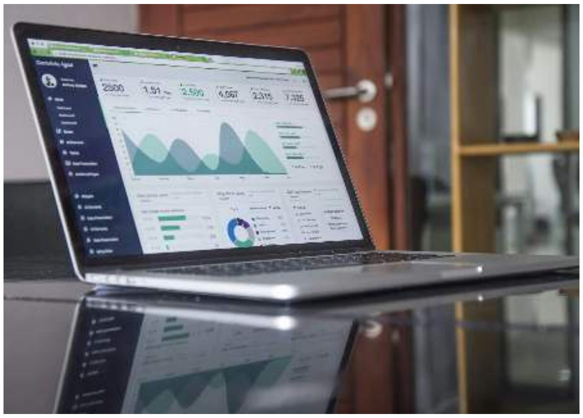
We value clients committed to growth, open to outsourceing, engaged in financial planning and that desire proactive tax strategy.

WHAT SERVICES DO WE OFFER?

- Outsourced Bookkeeping: Accurate, organized records for confident decision-making.
- CPA Advisory: Expert guidance on regulations, processes, and growth strategies.
- Tax Planning & Services: Proactive strategies plus seamless filing and compliance.
- Payroll Management: Streamlined, accurate payroll through our ADP partnership.
- Additional services include: Sales tax filings, 1099 preparation, Personal tax filings for owners, and more.

WHY DO YOU NEED MONTHLY REPORTING?

At Cherokee CPA, we know that accurate financials lose value if they're not delivered on time. That's why we commit to providing monthly financial statements—Profit & Loss and Balance Sheet—promptly after your books are closed.



Our process ensures:

- Consistency: Reports are delivered on a set schedule so you can plan with confidence.
- Accuracy: Every statement is reconciled and reviewed before delivery.
- Actionable Insights: Along with your reports, we highlight key trends and areas for improvement to support better decisions.

With timely financials in hand, you'll always have a clear picture of your business performance, allowing you to respond quickly and strategically.

WHAT ABOUT PAYROLL?

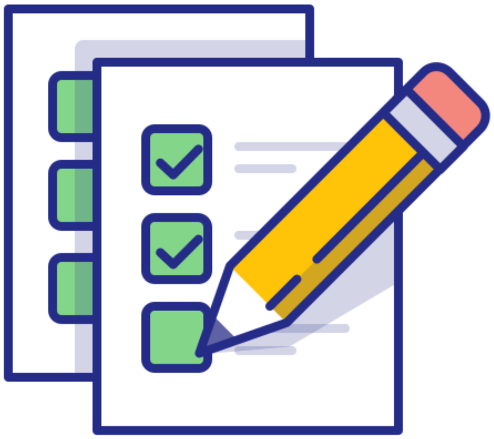
- We are a Certified Payroll Partner with ADP – same ADP platform, better service.
- Error-free tax compliance guaranteed by ADP.
- Fast turnaround – payroll processed same day if submitted by 3PM.
- Flexible payments – live checks or direct deposit.
- Additional compliance services – new hire reporting, garnishments, annual W2/1099s, and more.

02

Working With Us

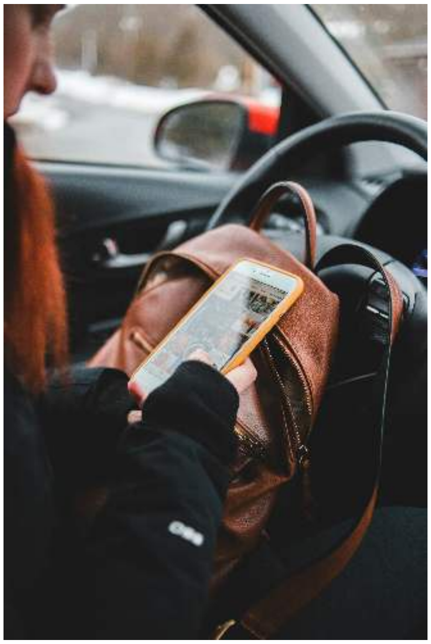
WHAT WILL WE NEED FROM YOU?

Things we will need from you, during discovery or onboarding:



- Legal Name (DBA), Secretary of State Entity Creation Documents
- Bank Account and Login information
- Credit Card Account and Login information
- Loans (Vehicle, Machinery, Property, Business) Account and Login
- Payroll- Through Whom, Login and Schedule
- Previous Tax Returns (2 years) - Personal and Business
- EIN document from the IRS
- Copy of Driver's License (all owners, if this is a partnership)
- Operating/Partnership Agreement

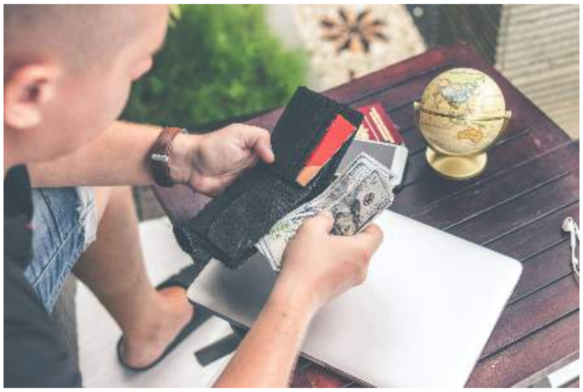
HOW DO WE COMMUNICATE?



At Cherokee CPA, our team is committed to responding promptly to your needs and questions. Honestly, it's part of what sets us apart. We strive to provide attentive, specialized service, and you may hear from different members of our team as we address various aspects of your financial journey. Our team communicates via email, text and virtual or in person meetings.

To ensure the best possible experience and to help us achieve your goals efficiently, we kindly ask that you respond to our requests in a timely manner. We value mutual respect and collaboration throughout our partnership.

HOW MUCH WILL IT COST?



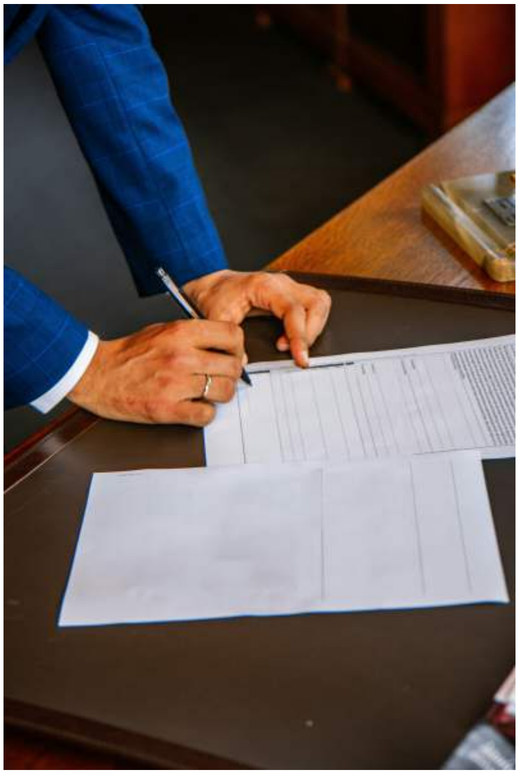
• Fixed monthly fee tailored to your business needs and reviewed annually. (This covers bookkeeping, financial statements, tax filings, year-round advisory, and unlimited support.)

• Average cost: $650–$2,500+ depending on complexity, with most small businesses averaging around $750/month.

• Why outsource? A full-time accountant can cost $80K–$100K annually, while our outsourced services deliver expert support at a fraction of the cost.

WHAT'S IN MY MONTHLY SERVICE AGREEMENT?

Good News: We don't ask clients for any long-term contracts! Engagements only, that are auto billed on the first day of each month. By signing your digital engagement, you agree upon all included services and authorized us to process monthly payments from your bank account or credit card. (We offer both ACH and Credit Card Monthly Billing)



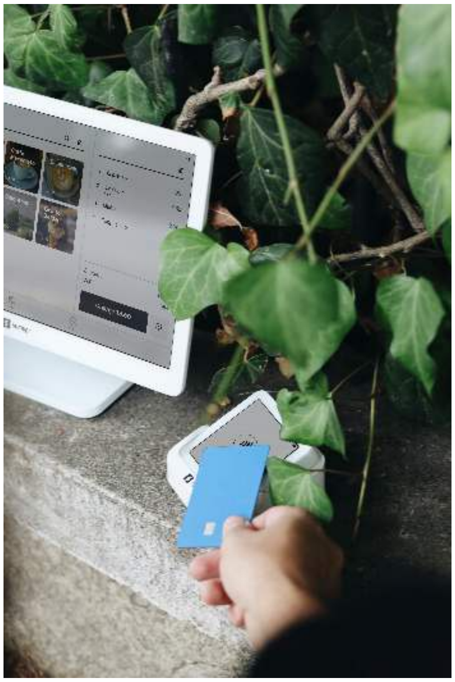
Your monthly price is based on the transaction details you provide and that we collect from your QuickBooks file (checks, deposits, employees, credit card transactions, etc.). If, after engagement, we discover undisclosed complexities, we do reserve the right to adjust your pricing. We will always discuss this with you prior to new billing rate.

After 90 days, we may review and adjust pricing based on your actual activity.

We review all accounts annually for scope and pricing. We will always communicate with you in advance of any pricing changes. In rare cases, if your business grows rapidly, we may adjust pricing mid-year.

WHAT'S INCLUDED IN MY BILLING?

What's Included In Our Monthly Fee?



1. Monthly, quarterly, or Annual State & Local sales tax (only if sales tax is included in your engagement)
2. Correct coding of all transactions. Monthly bank, credit card and loan account reconciliations.
3. Monthly financial statements that include statement of income with comparative and trending information and comparative balance sheet.
4. Monthly depreciation entries (as applicable)
5. Post, modify, adjust, or correct transactions to the general ledger system
6. Unlimited reasonable consultations to discuss tax and accounting matters via phone, email or virtual meetings.
7. Annual Tax Projection, so you're always aware of your tax liability and can plan ahead.
8. Business Entity Return for the entity listed in your engagement

What's NOT Included In Our Monthly Fee?

1. Individual Form 1040
2. Other business tax returns not directly related to this legal entity and not explicitly listed in our engagement letter
3. Preparation of vendor 1099's, billed if applicable, per engagement
4. Extensive QuickBooks training
5. IRS or State tax audits
6. IRS or State tax problems generated by client not complying with our instructions
7. IRS or State tax notices for periods prior to working with Cherokee CPA
8. IRS or State Installment Agreements
9. Loan applications and cash flow projections
10. Budget creation or consultation
11. Project costing or job costing analysis, unless previously agreed upon
12. Meetings or consultations related to purchase or sale of a business
13. Personal financial statements
14. Additional state or local tax or entity filings after the first jurisdiction
15. One time Set Up Fees for new Entity, including EIN
16. Workman's Comp Audit
17. 401K Census
18. Business License Filing/Renewal
19. Special Projects for Bookkeeper or Tax Manager
20. Annual Business Valuation

****This doesn't mean we can't do it, it just means it's outside of your normal monthly fee. For these services outside our normal engagement will always be billed separately and with prior notice.*

WHY CHOOSE CHEROKEE CPA?

- Expert Guidance – Our seasoned team handles bookkeeping, tax planning, compliance, and forecasting so you can make confident, informed decisions.
- Personalized Approach – We go beyond numbers to understand your goals and deliver solutions that fit your vision.
- Stress-Free Taxes – Stay compliant and maximize deductions while we keep up with changing regulations.
- Growth Focused – Free your time to innovate and grow while we manage your financials.
- Cost-Effective – Access top-tier expertise without the expense of an in-house team.
- All-in-One Services – From payroll to strategic planning, we cover every part of your financial journey.

We aim to build strong, enduring partnerships with our small business clients.

We are committed to our work and are excited about the chance to collaborate with you!