

A man in a white t-shirt and dark shorts is sitting on a white plastic beach chair on a sandy beach. He is seen from behind, with his hands clasped behind his head, looking out at the ocean under a blue sky with light clouds. The scene is peaceful and relaxing.

We're Here...
So You Can Relax



Jayroe, Lordo & Catalano P.A.
Accounting & Financial Consultants



Your Neighborhood Accountants For Over 16 Years

Jayroe, Lordo, & Catalano, P.A. (JLCPA) is a public accounting firm located in Murrells Inlet, South Carolina. Our mission is to serve the needs of small business owners and individuals of the Grand Strand and Pee Dee Regions with a focus on LLC and “S” Corporation entities. We believe the foundation for our success is directly tied to the informed and intimate relationships we have established with our clients.

Founded by Robert Jayroe in 1997, JLCPA consists of 4 partners (Robert Jayroe, Curtis Jayroe, James Lordo, and John Catalano), 4 executive assistants, 2 payroll specialists, and 4 support personnel. Our philosophy is different from most accounting firms. Our primary goal is to help our clients succeed. They are the mainstay of our business.

In order to provide the latest and most accurate information to our clients, our firm continually invests time and resources into professional education, computer software & technology, and business climate research. We also believe in building business relationships with the community, so that we may bring added value to our clients.

You’ve worked hard to build your life, business, and future.

Now achieve the peace of mind that comes from working with a strong, knowledgeable accounting firm. At JLCPA, our professionals provide hands on service to ensure your company prospers and that you have the peace of mind you deserve.

JLCPA has provided high quality accounting and consulting services to a whole variety of industries and individuals throughout the Grand Strand and Pee Dee Region. Some of the market segments we specialize in are:

- **Retail**
- **Construction**
- **Real Estate**
- **Professional Services**
- **Hospitality**
- **Non-profits**
- **Medical**
- **And More**

Our Areas of Competence

JLCPA's professionals provide the following services to ensure your company prospers and that the hard work you've put into your business turns into the financial rewards you deserve.

Tax Planning & Preparation

Our philosophy is to improve your profitability, maximize your after-tax return, and help analyze the potential tax impacts of business or investment decisions.

- **Individuals**
- **Partnerships & LLCs**
- **Corporations & S-Corporations**
- **Monthly & Annual Sales**
- **Not-For-Profits**
- **Property Taxes**

Business Consulting & Financial Statement Preparation

We provide an analysis of our clients' unique situations, then communicate accurate and unbiased information necessary to make critical business decisions.

- **General Ledger & Financial Statement Preparation**
- **Fixed Asset Tracking & Depreciation Reports**
- **Bookkeeping**
- **Accounting System Setup**

Payroll Services

JLCPA will aid your company in the calculation and processing of payroll checks and records, increase security and confidentiality, and reduce expenses related to payroll.

- **Preparation of Quarterly & Annual Payroll Reports**
- **Compliance with E-Verify & SC New Hire**
- **Ensure Tax Deposits are Made Timely & Accurately**
- **Workers Compensation & General Liability Insurance Compliance**

Consulting Services

We provide a full range of services that help our clients attain their financial management goals, respond creatively to change, and make the most of emerging challenges and opportunities. We offer cost effective strategic problem solving and solution-building techniques designed to increase productivity and revenue, as well as build on organizational assets, and foster strong institutional leadership and growth.

Virtual Office Services

For those businesses that decide not to maintain their own internal accounting departments, JLCPA can provide these virtual office services:

- **Accounts Payable**
- **Accounts Receivable**
- **General Ledger Accounting**
- **Account Reconciliations**
- **Fixed Asset Management**
- **Accounting Software**
- **Sales/Payroll Tax Returns**
- **Cash Flow Management**

Human Resource Consulting

Our firm helps companies develop processes and systems to improve organizational capability in key business areas such as: goal alignment, performance management, accountability, leadership, career development, change management, & succession planning.

- **Organization Design**
- **Policy & Procedures**
- **Job Analysis & Design**
- **Recruiting & Hiring**
- **Compensation & Benefits**

Entity Selection & Formation

To protect our clients' business and personal assets, we can advise and assist in the formation of an appropriate structure for your business or venture by providing and evaluating the pros and cons of each entity type.



Robert Jayroe

In 1996, Robert “Bobby” founded Jayroe & Associates, P.A. to serve small business clients specializing in corporate and limited liability company taxation. He earned his Masters in Business Administration (MBA) from The Citadel in 2006.

Robert is licensed as an Accounting Practitioner by the SC Board of Accountancy and is recognized by ACAT as an Accredited Business Accountant. He also serves on numerous non-profit Boards and is a member of the SC Tax Council.



James Lordo

James “Jimmy” has been a partner with JLCPA since 2005 and has over 30 years of accounting and tax experience. Prior to joining Jayroe, Lordo, & Catalano P.A., Jimmy worked for several regional and national firms in New York City where he served both for-profit and not-for-profit clients.

Jimmy is licensed as an Accounting Practitioner by the SC Board of Accountancy and is recognized by ACAT as an Accredited Business Accountant and Accredited Tax Preparer. He is also a member of the SC Society of Accountants and SC Tax Council.



Curtis Jayroe

Curtis became a partner of Jayroe, Lordo, & Catalano, P.A. in 1999 after graduating with a Bachelor’s of Science degree in Business Administration and double majoring in Accounting & Finance.

Curtis is licensed as an Accounting Practitioner by the SC Board of Accountancy and is recognized by ACAT as an Accredited Business Accountant. He is a member of the SC Tax Council and SC Society of Accountants.



John Catalano

John has been a partner with JLCPA since 2009. Prior to joining the firm, he served as the controller or CFO for several small private companies in various industries. John has over 30 years of accounting and tax experience to his credit.

He is a member of the South Carolina Association of Certified Public Accountants and the South Carolina Tax Council. He is licensed in both the State of South Carolina and North Carolina as a Certified Public Accountant.



*Accounting Practitioners do not provide review, audit, or attestation service.

Who We Are

Our services are provided by experienced practitioners. The most important element of our culture is our unrelenting client focus. We recognize that our success depends entirely on how well we serve you, and nothing takes precedence over our commitment to meet your continuing need for effective, insightful, responsive, and professional services.

Our Mission

As your accountants, we are committed to your success. Our priority is to assist you in making smart and sound business decisions at every turn. Even as our firm grows and evolves, we adhere to our core principles: personal attention and customized services.



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