

Peter Margaritis: Hey, welcome back everybody.

Peter Margaritis: I have a Three-peater. That's right. We have a Three-peater to my podcast today, and my very special guest is, this is her third time on the show.

Peter Margaritis: Is Miss Jody Padar, and Jody welcome again to the show. Great to see you. You've got a lot of great news to share with myself, as well as my audience.

Jody Padar: I do. Thanks for having me again.

Peter Margaritis: Yes. Again.

Peter Margaritis: You're in great company, you're in same company with Greg Conderacci, Karl Ahlrichs, Clarke Price, Bob Dean, and I'm sure we'll add more to the three peat club.

Peter Margaritis: As I mean I've been doing this almost for four years. This is great, but my mother told me when I was a kid had a face for radio. So I guess that's why I've lasted so long.

Peter Margaritis: So I've known you for a while. You've got a boutique firm in Chicago, and you have done some really innovative things with your firm and how you've designed it.

Peter Margaritis: And then I get this press release or something, and it says you're now the chief strategist at a company called Botkeeper.

Jody Padar: Yeah, so I accepted a position. I am Vice President of Strategy at BotKeeper, and what Botkeeper is, is it's automated bookkeeping with a human touch, right, so if you think about artificial intelligence and bots. I know the last couple times.

Jody Padar: Peter, it's your favorite. We're going back to the bots, right?

Peter Margaritis: I think I've gotten better. Actually, I was explaining to somebody that I wanted to interview, and I said she's the one who's been beat me over the head for years about bots and bots and bots.

Jody Padar: Right, so, so the bots, Botkeeper, get it, right?

Jody Padar: They do essentially bookkeeping. So the computer is doing the bookkeeping and then they have a human eye on every transaction. And so, but what's really cool about me joining their team is truly their focus now to accounting professionals.

Jody Padar: So, you know, originally they went out and they were really kind of direct to market small businesses that they found that accountants needed this service more even than small businesses.

Jody Padar: And now their bots are helping accounting firms do bookkeeping. So it's pretty cool because it's hard for accounting firms to find talent. So, now those bots can do that work for them.

Peter Margaritis: So that's your sole focus right now is getting Botkeeper into accounting firms?

Jody Padar: Yes. Helping accountants utilize the bookkeeper technology to do all the accounting work that's in their firm that traditionally has been done, I would say, by new hires or by the bookkeepers, who have been around for a while. And they're having a hard time either hiring people or their bookkeepers are retiring, and there's nobody to do that work.

And so the bots come in and really make the kind of that repetitive work, easy to get done and finished so that the accountant or the CPA can come on top of it, and do higher level advisory and Tax Planning and all the cool stuff, right, because now we're not spending so much time just getting the work done. It's already in and reconcile. Now the accountant or CPA comes in on top and can review the work and can actually do advisory, which is what everybody tells us we should be doing. But we spend way too much time trying to get the numbers just right.

Peter Margaritis: Right, we tend to be perfectionists in that way. We love swimming in data and numbers and things like that, but now we have become better communicators, and we've talked about that a lot. So, I'm thinking about my firm. The CPA that I hired to do my bookkeeping, because I am the accidental accountant.

Jody Padar: Right.

Peter Margaritis: I shouldn't be doing. I think actually the professions put a restraining order out on me never to touch anything technical. I can talk leadership, but there's restraining order keeps you 500 feet away from the technical stuff that accountants do, but I know that the firm that I use, I know they're still doing it by hand. And I know that I'm sending statements and I know that I'm doing it all. I'm going, "Please!" And actually, I am going to send them a link to this episode when it goes live. Their leadership is changing a bit, one is semi-retiring, but the other partner is taking more of the control. You guys gotta move in this direction. I mean, it's just painful.

Jody Padar: Absolutely, because you as the business owner don't want to think about it. Right? And so you just want to offload that work. But if the accounting firm has a technology like Botkeeper, then they can do more of that work faster. So then, then they can get back to being CPAs, right? They can do more advisory work, do other stuff. Or I always say, everyone says, oh, the bots are going to take their jobs. I always say, how about you leave at five o'clock. To me, it's not about jobs. How about during tax season, you leave at five o'clock. Maybe that's like the goal.

Peter Margaritis: Well, yes. Wow. But that was one of the questions I was going to ask. I mean with any type of bringing a bot in, some jobs potentially could be lost or maybe restructured with within the firm.

Peter Margaritis: What do you see him from your clients now when you, when you've brought the bot and it have an integrated into their system?

Jody Padar: They love it.

Jody Padar: They love it because from a CPA firm perspective. A: We can't find talent. So it's not even like we're taking away people's jobs. We can't hire people to do the work. B: The people who are doing the work are now freed up to do other work, to do more thought work, right?

Jody Padar: So if you think about an accountant's workload, maybe 80% of what they do is repetitive in nature. Right? of transactions? So now, though, that that account only has to look at 20 transactions out of 100, instead of 100 transactions, right? So they get to do the more complicated stuff. The client facing stuff the interaction stuff, all of that and feel good about it as opposed to like, you know, just trying to slug through all that data to get to a number and then have a client call and be tired so, right? So I mean surely that that's where it helps right so it alleviates. A lot of the work, especially during the compressed season for the accountants, so they're happy. They want to buy the bots. They're interested in them, and yeah it's going good. It's exciting.

Peter Margaritis: So how old is the company?

Jody Padar: That's a good question. I think maybe four years. Maybe I need to check on that. Do a fact check on that. But it's been around for a few years, but realistically I joined as a customer about 20 months ago and started using these bots in my firm, and saw the impact that they had and was like, "Oh my god, I need more, right? And how do I get involved in this? What else do I do? Right?" And so, but for the last really, I would say, six months or so they're all in on the accounting channel saying, "You know accounting firms are who we want to serve. How can we serve them better? What do they need and how can we help them do their jobs better?" Which is very different than their competitors in the marketplace.

Jody Padar: So when you look at the competitors who would be considered technology AI company. You're looking at the **pilots in the scale factors in De Niro**, all of those companies are going direct to market and compete competing directly against CPA firms and the bots have said no we're not going to compete against CPA is we're going to be the technology company for CPA firms. Which is pretty cool because, like you know how much I love the CPA profession. I don't want us to be taken over. What I want to do is have the technology to have us do our jobs better. And quite honestly, they can't take us over because bots aren't going to replace that personal piece.

Peter Margaritis: Right. No, that's one thing, a bot can't collaborate. It can't really communicate, and it can't be creative. And that's where the strength of our value is to our clients and customers.

Peter Margaritis: So, What was the founder just sitting around one day going I'm frustrated with bookkeeping? Let's see if we can automate this thing because there had to be some point of... There's got to be a better way.

Jody Padar: Yeah, so this is it's actually a really good story. So, Enrico who is now my CEO who is 31 years old. Oh, yeah.

Peter Margaritis: I'm almost, almost twice his age.

Jody Padar: My nephew is his age. And I'm like, Okay. Um, but, uh, he founded and sold his first company when he was in college, so he was 22 when he sold his company.

Jody Padar: And his first company was some sort of automated lighting company that sold lights to large corporations, and turn them on and off. And I really, again, this is probably some PR stuff that I need to catch up on. But I don't really understand what it exactly did. But basically, he built it while he was in college, and he sold it while he was in college at 22 and then.

Jody Padar: But while he sold it, one of the things that he struggled with was keeping his financials up today, while he was building this fast growing company. And it was essentially keeping the bookkeeping up to date. So when he left this company or when he exited. He was like, oh, I think I'm going to learn bookkeeping, so I can figure out the math around it. Who does that? Right?

Peter Margaritis: One guy! one guy!

Jody Padar: So,

Peter Margaritis: And thank God he did.

Jody Padar: Right.

Jody Padar: So anyway, so then he joined and he started up essentially a bookkeeping company to learn how to do the bookkeeping. So that he could then do the math to figure out how to tell the computer, how to do the bookkeeping, which is essentially how Botkeeper was born.

Jody Padar: So it was a problem that he was solving for that, you know, as an entrepreneur, it almost put him out of business. Because finances being kept up. And so then he said, okay, like I'm going to solve for this problem. And he took his math skills and he figured out how to tell the computer to do bookkeeping, which actually makes a lot of sense because guess what? He wasn't a CPA, and I think that's really important.

Peter Margaritis: Ah, yeah.

Jody Padar: Yeah, it was a different frame of looking at a problem and solving for it very differently than a CPA would solve for it, exactly invented like the bookkeeping. Right. So it's pretty cool.

Peter Margaritis: That is brilliant, because he's coming from a business owner and his frustration versus the CPA would not see a lot of those.

Jody Padar: Right, and a math background. I mean, he's a Quant. I didn't know what that was either. Do you know what that is?

Peter Margaritis: Yeah, somebody who does quantitative analysis. Okay.

Jody Padar: Right, I didn't. Yeah, it is. But I didn't know what that was either like I'm learning all these new things. It's a math. It's math and science and analytics. And so it's data analytics really.

Peter Margaritis: I think I heard that term Quant when I was watching an episode of *Billions* that was probably the only reason why I know.

Jody Padar: Totally, that's totally what she is. The woman on *Billions*. She's the one who was a Quant. Yeah, they go to interview them and everything, and I can't think of her name because I watched *Billions* too.

Peter Margaritis: I used to watch it religiously. I've got dropped away from it. I've got to revisit it again. So interesting perspective, how he goes in to do this. I have to imagine. Well, let me back up, you said that your firm. You got addicted to bots. I need more bots, need more bots. So obviously the doing these bots are doing more than just bookkeeping. Correct?

Jody Padar: No. So what the bots are doing is bookkeeping. But what happens is they free your team up to do other stuff. So it's pretty cool. Oh, that's why. And then what happens is, is once you see what they can do they, they're just intriguing because it's like, oh, well, what else can I automate right so then you know. Your mind goes crazy but not just in Botkeeper bots right there's bots coming in all over the place in CPA firms so Botkeepers one piece of it.

Peter Margaritis: Mm hmm.

Jody Padar: But if you look out, there are a lot of other technologies that are coming into the accounting space that are doing similar things with data.

Peter Margaritis: Okay, so if it's useful because what I'm thinking of bookkeeping services, I primarily think of maybe small businesses, medium sized business that you know they don't really have a big accounting staff.

Peter Margaritis: So, these, these businesses and now that, but they do have a firm that maybe it does the audit or tax work, whatever. So now they're taking over that role for them and it's being done in seconds, minutes versus hours.

Peter Margaritis: And but does because, I'm just wanting to understand, Botkeeper their focus primarily in the bookkeeping aspect versus an area of like reconciliation of vendors or supplier reconciliation.

Jody Padar: So, so they would do that too. Because they say it's bookkeeping with a human touch. So the idea is, is that everything has to get into a GL and reconcile to start. And then, there's additional services that can get potentially added on, AR AP, the other things that bookkeepers do.

Jody Padar: The idea is with the go to market to CPA firms. The CPA is going to own that relationship with the client. Botkeeper is just going to be the technology under it. The client may or may not even know that Botkeeper is doing the books, depending on what the firm wants to share. So you, I know you, you were talking to me about how your CPA firm, you know, you thought was a little bit old school, um, they may buy the bots and you might not even know that they're doing the bookkeeping.

Peter Margaritis: Oh yeah, I will. Yes, I will. You know how I will. Because I will, I will get the email. Can you send me three months worth of your statements? So we can reconcile them. If that goes away. I know the using bots.

Jody Padar: Right, so, so we still have a bank login issue. And I say that because of security and everything like that. You know, you still have to have some sort of communication with your client to give access to that data. And that's not a bad thing. That's just reality in the way we live in the world. But if you're using something like QuickBooks Online and it's pulling in data feeds. It's the same idea. The exact same idea.

Peter Margaritis: Yeah, that's what I use QuickBooks Online. I am pulling that information from the bank from credit cards and so on so forth.

Jody Padar: And your accountant still doesn't... your accountant still... yeah.

Peter Margaritis: Yeah, I still get... yeah. I still get the call. And then there's times in my business when I'm really so busy. They don't pay attention, and I always have a mistake or something. It seems it takes us forever to unwind it, figure it out. And I'm assuming, and those situations. And since it's automated with the human touch. Finding those errors are quicker than old school ways?

Jody Padar: Yeah, absolutely, because it's in real time and depending, like what's pretty cool is you can actually allow the bot to talk directly to your client for requests. So if, if, let's say instead of emailing you for that bank statement. Or, I don't even want to ask for substantiation, so let's say you wrote a check and the check was to some weird vendor that they don't know. It's not easy because remember the computer is only going to know repetitive kinds of things. But if it's really unique thing, the bot is not going to know it. Within the Botkeeper platform, it would ping you and say, "Hey Peter, can you check this out and get back to me," and it would leave it there. So then, then you could respond to it.

Peter Margaritis: Okay, so we have this understanding, so when you bring on a new CPA firm to use your product. How much time do you guys spend teaching the bot about the firm and that learning process because it's not just a plug and play?

Jody Padar: So haha. So actually I don't want to say it is, but it kind of is. The reason I say that is because, basically they have, they do have a whole onboarding process right to get the firm's clients up and running, but you have the ability to train that bot for that client. So let's say you know you have ABC Company. They have an onboarding specialist who would onboard that client within the CPA firm and they could do if they have all the bank credentials and logins the record for... This is kind of crazy... the record for Catherine, she could do 19 onboardings in a day.

Peter Margaritis: What??

Jody Padar: Yeah, so. Catherine has one of the customer success team, so she would work with the CPA, and she would get those 19 accounts trance transferred over to Botkeeper in a day, which is crazy to me. Yeah, so that's how quickly they go if you have all the information now like everything else. I wouldn't say it's...the hang ups usually aren't because of the bots. The hang ups are because you have to get something from the client, and the client isn't available. Do you know what I mean? It's like the back and forth.

Peter Margaritis: Yeah, Yeah.

Jody Padar: That doesn't go away. Bots don't take that away. But if you have all that information then the Botkeeper team can really get you up pretty quickly.

Peter Margaritis: Oh, wouldn't it be cool if we could figure out how to do that? The bots could get rid of the back and forth.

Jody Padar: Right. That's right. Exactly. That's the million dollar question, or whatever. Right?

Peter Margaritis: Right, right. So I assume that that this organization is growing rapidly.

Jody Padar: Oh, it's crazy.

Peter Margaritis: It's crazy. Um, and I think we were talking before you said that you're hiring.

Jody Padar: Yeah, we're hiring a ton. A ton. So, mind you, they had. So last year, they received a \$20 million investment from Google. Well, it's Gradient Ventures, but Google so is investing in this right, which is kind of cool.

Peter Margaritis: That's really cool.

Jody Padar: So when you get \$20 million, guess what you have to do?

Peter Margaritis: Spend it. You have to spend it right

Jody Padar: You have to spend it, right. Yeah, have to hire people to continue to grow because it's not. It's a crazy growth curve.

Jody Padar: Right, and so they are hiring. And again, what's really cool is they're looking to help CPAs. So they're hiring a lot of accountants and CPAs to work with the technology to serve the CPA firms, which again is pretty cool. So like you could be a CPA, like I am, inside of a technology company, still serving the profession, which I think is really special. And that was, that was one of my whys, right, like I'm really connected to my why. And that was one of the special things about why I wanted to join Botkeepers because I didn't want to just join a technology company. I joined a technology company that was dedicated to serving our profession because, if you think about it, tech is going to change what a CPA or an accountant does. Tech is definitely going to have an impact on what we do in the future. Now, we can either, sit and wait for it to take us over, which it's still going to be a little time.

Jody Padar: Or we can be proactively engage with the technology to help the technology serve us better. And, quite honestly, that's what's pretty cool about my role at BotKeeper. My number one goal for the next six months is called CPA love. How's that?

Peter Margaritis: CPA love. Okay. Expand on that.

Jody Padar: So, so that's my strategy, it's helping the Botkeeper culture really understand the customer of a CPA. Understand a CPA's needs, understand what they want, what their expectations are, all of that stuff internally and externally. Right. So internally helping the culture really get used to that customer and what that looks like. Because that CPA customer is very different than a small business customer. And then external externally giving all my love to CPA, which I kind of already do is a radical CPA.

Jody Padar: Teaching the CPA is about the technology and how to use the technology and how they're going to impact their jobs. And what they need to do and how the technology is going to impact the firm and get the firm, so that the firm is comfortable with new technology, just because like kind of that evangelist role because, you know, new technology is scary to some

people and they just have to get comfortable. So it's my job to be that CPA love so that everybody knows why they should love a bot. And why bots should love CPAs.

Peter Margaritis: So do you have that on your business card CPA love?

Jody Padar: Not yet. I wouldn't go with radical CPA, totally goes right?

Peter Margaritis: Absolutely. The radical bot CPA. CPA love by Jody Padar, that's the title of your next book.

Jody Padar: It's hashtag CPA love.

Peter Margaritis: Yes, hastag CPA love.

Peter Margaritis: So, where do you see your growth in the firms and but do you envision that what percent of the market do you think within five years that you will have a CPA firms adopting ?

Jody Padar: 100% hundred percent.

Peter Margaritis: 100%? You didn't even hesitate.

Jody Padar: 100% I think it's going to go faster than people realize. And I don't think they should be scared of it. I think they should be embracing it. Because when the bots can free you up from doing that grunt work. And all the CPAs are retiring. Anyways, and you can't replace them like they're there just isn't the people to replace doing the work that we're supposed to be doing, it's a no brainer.

Peter Margaritis: Interesting.

Jody Padar: So let me tell you why I think it's...Why I joined and why I think ...I would even say why I joined even before so I technically started you know this year. Right?

Peter Margaritis: Right, technically, technically.

Jody Padar: Technically, but 20 months ago when I met Enrico and we started talking about the bots. What I saw as my vision and why I knew that it was going to be a game changer to the marketplace was because you don't have to learn this technology and that's what people don't understand.

Jody Padar: It's not like Excel, where you have to learn how to do it. Like, it's not a technology that you learn. It's a technology that you use. So, that's really different and all the technologies that we've been exposed to the last 20 years. Everything we've always had to learn the technology, and then, Oh my God, we learn the technology and it doesn't work any better. And

it's, it's hard for us to do things. When you look at artificial intelligence and bots, yes, the bots get trained, but you're not learning technology. Truly, the platform they use is pretty simple to use. It's really more of a communication tool than it is anything else, kind of a workflow tool.

Jody Padar: It's not like, oh, I have to learn how to train a bot. And there's some complex programming method artificial intelligence that engineers do that part. All you do is submit documents, connect bank feeds and it comes back done. And that's, that's a big difference. And that's why people don't understand how big of an impact it's going to have to their firm because all these old school firms who have been slow to adopt the cloud. And the technology is holding them back because they're afraid of the computer. The computer really has impact. It's like saying, how do you do Uber when you press the button right? You don't know how the car gets to you, and nor do you really care. You just care that they get to the right corner. Right? So that's, that's what the bots will do for your firm and that's what people don't understand and they don't understand why it's such a game changing technology.

Peter Margaritis: So I remember the question I was going to ask along this along these lines. In your market, what size firm is the largest?

Jody Padar: We're looking at top 15 firms now are buying us. So we're all the way up, and firms as small as my firm are buying it. So it goes all the way across the board. So the bot brain itself, right now, it connects to QBO and Zero.

Jody Padar: The brain like the computer part of it eventually will be able to connect to potentially any ERP or any accounting system that you want. But what people don't realize is, is that even those really big accounting firms that are top 15 top 20 are really a bunch of mergers and acquisitions of a lot of little firms and so they actually have quite a bit of I'll say, old school right up worker, old school work that would be potentially QBO, that the big firms don't like to say that they have small clients, but they do. Believe me they do.

Jody Padar: And so it can serve all those clients, even today. But then moving forward, eventually if it's a cloud based ERP, the bot could potentially connect to it, the brain. Bot brain.

Peter Margaritis: And just for those in the audience when Jody says QBO, she's saying QuickBooks.

Jody Padar: QuickBooks Online. Not Desktop.

Peter Margaritis: QuickBooks Online, right.

Peter Margaritis: And Zero.

Jody Padar: Yeah, any cloud based accounting software.

Peter Margaritis: Okay, any cloud based accounting software. So right now, and works with those two. But there's more. There'll be able to adapt more of the cloud based.

Jody Padar: They could connect to Sage Intacct. They could connect to any of the other NetSuite any of those, they just haven't yet because you know they're starting here with the intention that they'll grow.

Peter Margaritis: Okay, so you just blew me away when you said you're already doing work for the top 15 because I was thinking, they don't have figured that out. But I guess they're more concerned about Watsonish types of with dumping GL system and with the audit side of the business versus the bookkeeping aspect.

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Jody Padar: No, so the reason we're doing business with the top 15 firms and I will say even we have multiple top 100 firms now. But the reason being is because in order to program these bots. It takes a lot of money. And these engineers are expensive. You know, it's like expensive. So it's very expensive for an accounting firm to take the millions of dollars to invest to build the bot to make it. So you kind of need an outside tech company to do that. Now, they'll say, maybe you know that they can, but to do it. It's better to have all these accounting firms put money in and tech company underwriting it to scale it across all the firms than it is for one firm to invest the millions that would take to build it for just that firm, so maybe PWC is building their own bots or KPMG would build their own bot, but everybody who's not a Big Four, it's too expensive. And the other thing is, is what engineer wants to go build a bot for an accounting firm. They all want to work for a tech startup.

Jody Padar: They want the talent, right?

Peter Margaritis: Yeah, yeah. That's well put. That's well put.

Peter Margaritis: So, what haven't you shared about Botkeeper that this audience really needs to know? Because you know whether you're a business owner who works with a CPA firm and if you're not having them do this work for you, then you need to talk to your CPA firm to..

Jody Padar: Absolutely. To say, Hey, look at this! Look at the opportunity. So I think the big thing is it gives your CPA and I think this is important too, because what pushed QBO, or QuickBooks Online to get popular is it was customer driven. It wasn't that the CPA were introducing it to their clients. It was the customers were coming into their firm saying I want to work in the cloud. I want to do real time. Helped me do this. Right? So I think this is a great opportunity. If you are a small business to take it to your accounting firm and say, hey, look. I heard about this thing called Botkeeper they can help you do your job faster so that then we can spend more time talking not just like not just you reconciling. Right, so we can actually I'll say upgrade that relationship, which is kind of cool.

Peter Margaritis: Outstanding. I mean, I love this stuff. I know you've been you've been patient with me and teaching me about bots and stuff and I'm getting better at understanding. But I love the fact that we are, we are there now. That simple repetitive tasks within our professions now being taken care of. So we can free up the time to do bigger and better things.

Jody Padar: So the thing for me about the radical CPA and I think this is to come back like you interviewed me about both of my books, but my second book I talk about artificial intelligence and I talked about a transformation that a CPA firm needs to make when you insert a technology like Botkeeper and this was one of the things, again, that really attracted me Botkeeper. That transformation that happens to a CPA firm can now take three or four months, not three years and that's what's making that's what's pushing it.

Jody Padar: That's what's making the change so exponential. Whereas before, just adopting plain old cloud technology. It's going to transform your firm but it's going to take a couple of years. There's a lot of change management, blah, blah, blah. When you insert something like Botkeeper. It changes that much quicker. Think about how quickly Uber caught on.

Peter Margaritis: Right, right.

Jody Padar: That's the disruption. That's why it's disruptive. That's why they say there's exponential change. And I mean, to me, that's exciting. Like and think about all the money coming into our space. Like we haven't been this innovative and so long. It's just like, I don't know, it's just fun.

Peter Margaritis: Yeah, I mean innovation was bringing in an Excel, I think.

Peter Margaritis: Innovation was.....

Jody Padar: They got rid of Lotus 123 right? That was that was the innovation.

Peter Margaritis: Quatro Pro... But, but you know that most CPA. When I asked this question, they are at least 70% of the audience still has their 10 key on their desk.

Jody Padar: So I still have my 10 key too!

Peter Margaritis: Oh! Does it have tape in it?

Jody Padar: No, it doesn't have tape just because I haven't like gotten into like supply room to refill it. I love my 10 key. Well, you can hear it.

Peter Margaritis: Yeah, yeah, it's kind of heavy. A lot of them just can't let go. And when the technology woman still has her's.

Jody Padar: So again, I think. I think it's important to think about, you know, I told the story of how Enrico is 31, he looked at solving this problem completely different, an accountant one. Right?

Peter Margaritis: Right.

Jody Padar: That's disruptive, right? And so I think that's important to think about because prior CPAs only have to worry about the CPA down the block or the CPA in the next city. Developing something to compete with them. This is something totally, new totally different than the CPA around the corner, who's going to create something. And so to me that's what's like cool about it because that there's a new way of looking at a problem to solve it, and yeah. And to me, that's cool.

Peter Margaritis: That is cool. And you said something that I think it's something that the CPA doesn't have to learn how to do. They just, they don't need to know how it works. It's somebody else's taking care of, they just need to be able to understand the output or the dashboard or whatever the information is so they can react to it.

Jody Padar: Right, totally. I mean, truly what our dashboard does is it facilitates the movement of data right that's right now it's just a matter of how do we get you the information to the bots for the bots to need or read. So think of it more like us. It's not. It's more than a scanner. But do you know what I mean, like, somehow, you have to get that information to them.

Peter Margaritis: Right, but it's much more than just creating a bunch of macros and Excel. This is a much...

Jody Padar: Yeah, I mean, it's a program. Well, I mean it's a dashboard. You log into it and it has all the things you need.

Peter Margaritis: Well, as we begin to wrap this up. I'm so excited for you. When I saw that you did this, like, I like I said I share when you introduce for Rico at the MACPA Summit dinner that night, that I just, in talking, I went his is in her sweet spot, big time. And, and I'm so happy for you that I mean okay yeah my audience. That you have any passion inner voice for this at all? I mean come on, this. I mean, you did this comes right through life of passion and excitement that you have for this.

Jody Padar: Well, thank you, Pete. Yeah, so can I tell you a funny. Funny story. I haven't told it yet on the air, so I not this is really interesting. So if you know my history, right I've been around for 25 years. It's not like, because a lot of people don't realize how many years that I've been in the accounting business. But you know the first partners that I work for were all and have traditionally been Boomer males. Right? That's the profession as a whole. And that's, you know, my typical that's been my boss for the last, well, I'll say boss, but my peer. Right? So start my new job. Go into the new office and Eminem is blasting. And Enrico walks in in the morning and he says, "Good morning, Mrs. Padar." And I was like, "Mrs. Padar? Who's that?"

Peter Margaritis: My mother is not here.

Jody Padar: And I just about died. And it was so funny to me because, for me, the mental shift of like being used to working for that Boomer, WHO'S ALWAYS BEEN NO NO NO to working for the next generation who saying how do we exploit it? How do we change it? How do we look towards it? It's just been, you know, exciting, and so I think it's a funny story that my new boss listens to Eminem. But, I just thought it was representative of like this new world that I just walked into. and obviously I'm still adjusting. And there's a lot going on. But I thought that was. I thought that was a pretty interesting point of reference that I don't think most CPA can even fathom.

Peter Margaritis: Oh, I agree. And you raise a point. Now, I'm we're having this conversation, you're in your office. There's a beautiful picture of a cow. Did you did you paint that?

Jody Padar: No.

Peter Maragaritis: Okay. Yeah. And, but are you in Chicago. Are you in Boston?

Jody Padar: No, I'm in Chicago. So we're remote. I'm going to be remote. I mean, like, I'll travel if I need to. But no, my, my offices in Chicago and it's gonna be in Chicago.

Peter Margaritis: Okay, that's, that's what, that's what I thought. Because I didn't see be relocating to Don't know what you are saying here area. I have my wife is from the Boston area. So I've been. I love that part of the country, but I didn't think that you leave Chicago for Boston.

Jody Padar: No, not yet. When I say not yet, so my son is he, he's a junior. So maybe in two years, but I don't think, I mean like, in today's day and age, you don't have to you, you don't have to physically be wherever. And they're pretty much a remote company, they have offices in New York, Boston. Now, Chicago, like, and then I think they have 60, I don't call me on the numbers, but they have I think 60 remote accountants and like a lot of their team is remote. So it's just different.

Peter Margaritis: And that was, that was one of my question is that I was going to make the assumption that is a very remote organization that you've got people scattered all over the United States were not embracing that one place, as in the old school way of bringing both.

Jody Padar: Yeah, absolutely.

Peter Margaritis: And you, you were doing that with your firm where you had..

Jody Padar: For 10 plus years. Not new!

Peter Margaritis: Yeah yeah yeah

Peter Margaritis: No, no. And it's and it's very, And with technology, and I love zoom because we're having this conversation. You know, you don't have to get up and go someplace. You don't have to get... you can have the conversation, you can get the work done. There's so many different tools out there.

Jody Padar: Themselves out there. So yeah, so before I talk to you. I was talking to another tech startup guy in Israel. Right. So again, it's like the, the biggest problem for me is time. Like when I say like what time I am on, like I don't know when my appointments are. Me on Eastern Time Western time. Like seriously, my calendar is like the biggest issue for me because I never know what time it is. And where I'm supposed to be.

Peter Margaritis: Oh, so but..

Jody Padar: Because of the time zone differences and the changes.

Peter Margaritis: Right. Yes. Right.

Peter Margaritis: Yeah. And then when you travel, your calendar changes. That's a frustrating thing and I thought we had lunch at 12:00? Why is it at 11:00? Yeah, exactly.

Jody Padar: What's so funny, too, because I emailed someone yesterday and this is funny. This was early funny too because he says your calendar says 4:00, whatever, or it says 3:00. I told you I wouldn't be there until 4:00. I was like, "Oh, my calendar is on Chicago time right now."

Peter Margaritis: That's funny! And that's funny, because in the way that you know Greek Americans are on Greek time. Chicago time which made me think of that yeah, yeah I calendar side Chicago time. I love that.

Jody Padar: It was for, for I mean truly the way it was set up. It was for the right time. It was just the way. Whatever, anyways. I don't know.

Peter Margaritis: Well, Jody, I'm gonna let you get back to work. I can't thank you enough for taking time. I'm so excited for this new venture that you're doing. It's fun watching your career, and I am looking forward to seeing where this takes you and what's next.

Jody Padar: Yeah. Oh, who knows what's next. That's awesome. Thank you for interviewing me and You know, if you want to connect with me. Don't be shy. You can connect with me at The RadicalCPA. com. You can find me on LinkedIn. You can find me on Facebook. You can find me on Twitter at JodiPadarCPA, I'm everywhere. I'm sure I'm not too hard to find.

Peter Margaritis: No you're not. You're also on Instagram.

Jody Padar: Yes, on Instagram now.

Peter Margaritis: So, yeah. Cool. Cool. Well thank you, Jody. Best of luck and please tell Byron and Patrick I said hello.

Jody Padar: I will

Peter Margaritis: Call me sometime.

Jody Padar: I will. All right. Thank you.

Peter Margaritis: Thanks.