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*Maria Geltrude, co-founder of Geltrude & Co. LLC in Nutley, shares her spiritual journey that led her to study various Eastern philosophies and modalities from India and other Eastern cultures. - PROVIDED BY MARIA GELTRUDE*

## North Jersey CPA shares Vastu journey

Geltrude & Co. co-founder is using her accounting skills to help others take stock of their surroundings

**Matthew Fazelpoor**//March 26, 2024//

In the midst of her career as a certified public accountant (CPA) in the Garden State, Maria Geltrude found herself lost, searching for an identity.

Geltrude is co-founder of [Geltrude & Co. LLC](#) in Nutley. She operates the family firm with her husband, Dan Geltrude. Also a CPA, “America’s Accountant” Dan Geltrude is featured on national cable news networks, [and by NJBIZ](#). A mother of two, Maria Geltrude has more than 30 years of experience in the accounting field.

“The truth of the matter is – I got to mid-life, and I started saying to myself, ‘I know I have a firm – I’m a CPA – but I’m lost,’” Geltrude told NJBIZ. “I need to kind of reinvent myself – like mothering and doing everything, but I don’t have an identity. My identity was Geltrude & Co. And yes, of course, I am still there – but I found this way of really bringing like a new breath of fresh air into my life – understanding things a lot differently.” That breath of fresh air came through a spiritual journey Geltrude embarked on some 15 years ago. It led her to study various Eastern philosophies and modalities from India and other Eastern cultures.

Geltrude developed a passion for these philosophies, particularly those from India based on the ancient writings known as the Vedas. Through these writings, she discovered the sister science to these modalities.

## Vastu Shastra

Known as Vastu Shastra, the teachings explore how the environment around us affects our lives. She calls it environmental neuroarchitecture. Geltrude also described Vastu as Indian Feng Shui, noting it derives from the same studies as yoga, Eastern astrology and more.

“Vastu explains how we can best set up our living and working spaces to flow more easily and fluidly with the frequencies available in nature and the universe to enhance our living and working environments,” she told NJBIZ. “By understanding the natural flow of elements and directions in a home or business, Vastu can create life-changing environments that are more harmonious and prosperous. Environments that support better health,

stronger finances, more harmonious relationships, career success, and overall well-being to the inhabitants within them.”

As she continued her journey and became more intrigued with the teachings, Geltrude pursued a certification in Vastu from the American Institute of Vastu in Carlsbad, Calif.

“Realizing that we have relationships with our environments, what we surround ourselves with ultimately becomes who we are,” Geltrude explained. “Really, it starts within. But if you can use the principles of Vastu to start to help you kind of change what’s inside – that’s environmental healing, that’s Vastu.”

## Applied findings

Following how helpful the practice was in her personal life, Geltrude wanted to introduce it to others. About 10 years ago, she began **Vastu Environments LLC**. The business services numerous clients in New Jersey, New York and remotely.

“As I began to understand the teachings of Vastu more and more, I realized that I was applying my accounting background of balancing and auditing to the environment of my clients,” Geltrude explained. “Vastu applications model energetic equations that bring solutions to my clients, whatever their issue may be. It is really very much like accounting for energy in the environment.”



About 10 years ago, Maria Geltrude began Vastu Environments LLC to introduce Vastu Shastra to others. The business services numerous clients in New Jersey, New York and remotely. – PROVIDED BY MARIA GELTRUDE

Geltrude hopes to bring the teachings more to the mainstream. She noted that yoga, which has taken off, is another science to what Vastu is – describing Vastu as yoga for the home.

“The best part about it is that it is interconnected to yoga, Ayurveda, and Jyotish (Eastern astrology),” she said. “The systems work together to bring healing and harmony to our bodies, mind, and spirit.”

“But it’s hard for people to absorb something new. I have to educate as I go,” she added.

# Alter ego

When she works with clients, she assumes her Lady Vastu identity. Presenting her work in a technical, yet artistic and glamorous way, Geltrude works with clients on everything from their careers and relationships to better organizing and improving working and living environments.

“The tools I use in Vastu are keystones, yantras, and vibrational sounds called mantras that remove blocked energy and create abundance and harmony in environments,” said Geltrude. “Yes of course, crystals, copper devices, and other tools are applied as well – similar to Feng Shui.”

She said that as Lady Vastu has evolved the years, she has expanded her offerings to include regular ritual cleanings as well as personally designed and scripted ceremonial processes for clients. The services aim to create intentional spaces to help them manifest their desires.

“I offer personal coaching, as well as chart readings to guide my clients in a true integrated way,” she explained. “I use shamanic drums, bells, sage and incense, and other vibratory instruments to shift energies,” Geltrude continued. “I also use a pendulum, tarot, and other tools for intuitive guidance. I even created my very own Lady Vastu Product Line which includes essential oil room mist, incense, candles and much more – with seasonal potpourri and collections as well.”

**Here’s a closer look of how Geltrude’s home and business Vastu processes work:**

- **Level 1** – *A consultation providing a basic understanding of how the placement of elemental features, arrangement and positioning of furniture, colors and décor can immediately be added or adjusted to create better health, finances, love, productivity, profitability, positivity and success at homes or businesses using Vastu techniques.*



- **Level 2** – *Discussing more effective techniques using directional and planetary energies that affect each area of the home or business.*
- **Level 3** – *Includes energetic architectural reconstruction performed by Lady Vastu. That leads into the Home or Business Mastery Vastu Remedial process, which includes a day in a client’s home/business applying energetic tools that may be holding them back. At the end, Lady Vastu presents architectural drawings, a written conclusion and a final home/business blessing, along with a signed Vastu Environments Certificate of Home or Business Vastu compliancy.*

Geltrude also just began speaking engagements by Lady Vastu to create health and wellness for employees – using these principles to create more positivity, productivity, and profitability for your business.



Maria Geltrude, who assumes the identity of Lady Vastu when she works with clients, says “people can feel better by just what they put around them ... because we’re sensory creatures.” – PROVIDED BY MARIA GELTRUDE

“You start with basics with the teachings. So, the basics are elements,” she explained. “How to incorporate positioning or arrangement. Those are the basics. Then you can go to real advanced directional influences. I have to break it down in levels for people and see how much they can take – because it is definitely very basic to very extensive and deep. I have to feel out the person – and that’s where that emotional connection comes in.”

## Balancing act

Geltrude describes Vastu as a truly unrevealed and hidden gem.

“Because people can feel better by just what they put around them. That’s because we’re sensory creatures. What does that mean? Everything we surround ourselves with affects our senses,” said Geltrude. “And that’s how we perceive the world. So, whether it’s smell, visual, touch, hearing – everything around us is perceptually received through our senses.”

As for goals and other areas of focus, Geltrude hopes to continue growing awareness about Vastu in this region – while of course balancing those endeavors with her day job operating her family’s firm.

“My accounting world keeps me very grounded. Vastu keeps me very creative and intuitive,” said Geltrude. “And when you bring both together, that’s the sweet spot. And most of us want to be there – it’s the middle ground.”

“Many have said, including my colleagues and clients, ‘You are a true balance of the right and the left brain, intellectual and intuitive, practical and spiritual,’” said Geltrude. “I just say I have found the perfect balance for my spirit to flow and be of service to others. Whether through my accounting or Vastu work, this is who I am.”

You can learn more about Geltrude’s Lady Vastu offerings by visiting her [website here](#).