

# Accounting is Personal

## Meet Jenara Noel, CPA, MBA of Veris CPA

( BY DEBORAH SLEDZIONA )

Jenara Noel started her journey at the University of South Carolina Columbia. She always knew that she wanted a career where she could help others every day, so nursing made perfect sense.

“I quickly learned that I didn’t like blood,” Jenara recalled.

Shortly after, her path took some unconventional turns. Today, Jenara is a proud partner of Veris CPA, one of the Lowcountry’s top accounting firms. The firm prides itself on providing clients with PROactive information, not REactive numbers.

After graduating from Limestone College, Jenara began her graduate studies at the Citadel.

Not long after, she became a mom. Working as a single mother, Jenara credits her success to her own mother, her family and her beautiful son.

“School every evening, online classes, getting there by any means necessary—you find more fuel and resources than you

ever thought possible when you have a cute face looking back at you,” Jenara said. “Being a single parent is very motivating. You want to help your child find his fullest potential. It’s very inspirational when you’re trying to craft a life.”

With her passion for helping others combined with her ability to manage multiple clients, Quickbooks, spreadsheets, and more, it makes sense that she’s found great success in the accounting arena by helping businesses grow and reach their full potentials.

Many business owners feel overwhelmed with all the finances and numbers. Particularly following the pandemic, many small businesses have had trouble keeping their heads above water. However, Jenara offers hope.

“Being proactive for our clients can save them lots of money. It’s important to see what resources are available that you may not be aware of,” she said. “Employee retention credits are just one great example. There are so many credits out there and we have specialists on our

team who can help you get any money that is sitting on the table. Good books and good record keeping allows people to determine things that you may or may not be eligible for. Inflation, food and fuel costs are impacting a lot of folks—so cash flow is very important.”

“We are looking forward to helping people come up with strategies to weather these storms,” Jenara said. “The only way to do it is to partner with someone who cares about you and wants to see you succeed. And that’s what we do. It’s important that you choose someone who you feel is emotionally invested in helping you and your business on your journey.”

Veris CPA serves the Lowcountry with offices in Mount Pleasant, West

Ashley and Summerville. Find a location that works for you; we’re here to help. 🌸



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