



## **2021 Year in Review: Barry Sunshine, Janover LLC**

December 28, 2021 - Spotlights



Name: Barry Sunshine

Job Title: Senior tax partner

Company Name: Janover LLC

What was the biggest lesson you learned while working during the pandemic?

During the pandemic, my clients leaned on me and my firm for guiding and assisting them through these very rough times. This guidance included assisting them with their financial, business and income tax matters. In many cases, we were all dealing with matters that no one had the answers to, so it required long hours and hard work for me and my firm and especially our staff. Most of the clients appreciated all of our firm's hard work and dedication. The lesson learned—work with clients that appreciate our hard work and dedication.

How has your working environment changed over the last year?

Since March, the majority my work is working remotely. Working remotely, required me to learn how to better communicate with clients, partners, staff and prospects. This new remote workplace is new for many of us and I am still learning the best way to communicate to all.

What was your greatest professional accomplishment or most notable project, deal, or transaction in 2021?

With all our firm's hard work and dedication, none of my clients had closed and, in many cases, doing a lot than better than pre-pandemic.

What are your predictions for your industry in 2022?

I feel the accounting profession offers the greatest opportunities to partners and staff as clients are requiring more from us. We are growing in leaps and bounds so we will be in demand for the many years to come. The only risk is not having sufficient younger staff to grow with. The accounting profession is a wonderful career but we need to position the profession better to attract more talent.

What is the best advice you received in 2021, and who was it from?

"By exercising every day and taking care of yourself, you mind will be stronger." Not sure who told me that, I don't remember. LOL

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