

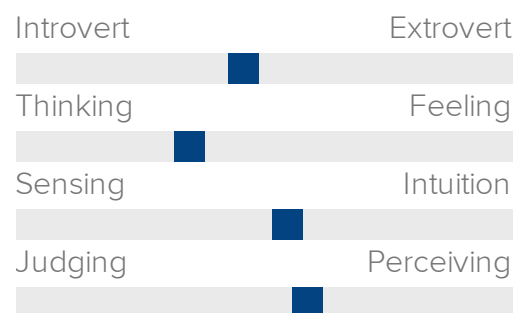
Caryn Clerk



"Without accurate reporting, you're just guessing."

Age: **63**
Work: **Self Storage Accountant**
Family: **Married, 1 dog, 2 cats.**
Location: **Florida**
Character: **The Hero**

Personality



Traits

Reliability Inquisitive Integrity Compassionate

Goals

- Instant and/or automatic reporting.
- Accelerated next day funding/ deposits.
- Transaction reliability.
- Flexible fee schedule.
- Account updater.

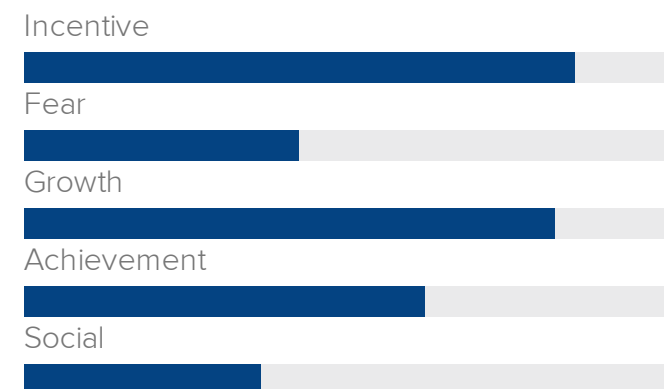
Frustrations

- Report consolidation.
- Inability to export to QuickBooks.
- Unnecessary/high processing fees.
- Discrepancies between processor and software.
- Multiple contacts for merchant services & software support.

Bio

Caryn is a skilled and detail-oriented accountant specializing in the Self-Storage industry. With a solid background in financial management and a deep understanding of the unique accounting challenges faced by Self-Storage facilities, Caryn brings invaluable expertise to her clients. Having worked closely with Self-Storage operators, Caryn is well-versed in areas such as revenue management, expense analysis, occupancy rates, lease agreements, and property valuation. She is adept at implementing efficient accounting systems and processes that enable accurate tracking of income and expenses, ensuring the financial health and compliance of Self-Storage businesses. Caryn is highly proficient in utilizing industry-specific software and accounting platforms, enabling her to streamline financial operations and generate insightful reports for her clients. She understands the importance of real-time financial information for making informed business decisions and providing actionable recommendations to improve profitability.

Motivation



Brands & Influencers



Responsibilities

