

JANINE VAN JAARVELD

Financial Advisor (CA) SA

Janine van Jaarsveld is not defined merely by her qualifications, experience, or titles, although they are both extensive and impressive. She is defined by something far more rare in the financial world: a deeply rooted commitment to people. With decades of experience as a Chartered Accountant, Master Tax Practitioner, and Financial Advisor, Janine has mastered the technical complexities of finance, tax, and strategic planning. But what truly sets her apart is how she chooses to use that knowledge, not as a tool to prescribe, but as a means to understand, guide, and empower.

For Janine, every client represents a unique story. She does not believe in templates, quick fixes, or one-size-fits-all solutions. When someone walks through her door, they are not met with a predefined plan, they are met with presence. She listens carefully. She pays attention to what matters to you, what keeps you awake at night, what you are trying to build, protect, or overcome. She meets you where you are, without assumption or judgment.

Her process begins not with numbers, but with understanding. Janine takes the time to unpack your world, your responsibilities, your risks, your ambitions, and your uncertainties. Only then does she begin to shape a path forward. A path that is not only technically sound, but deeply aligned with your life.

Janine's philosophy is grounded in one powerful belief:

"Every person deserves to feel in control of their life."

That sense of control does not come from complexity, it comes from understanding. From knowing what you have, what you need, what could happen, and how prepared you are for it. She strives to give each client that clarity from the very beginning, creating a space where you feel safe, informed, and confident in your decisions.

You cannot control the storms of life, but you can control your preparation. You cannot avoid every risk, but you can learn to balance them. You cannot predict the future, but you can protect it. Balance is not a one-time achievement. It is a series of thoughtful, informed decisions. It is a discipline.

Instead of living in reaction to what life throws at us, we can choose to design a life shaped by intention, protection, growth, and wisdom. Not simply surviving the unpredictable but learning to thrive within it.

But beyond all her professional achievements, Janine leads with something far more impactful: her humanity. She cares. Genuinely. Deeply. She does not measure success by transactions completed or plans delivered, but by the confidence her clients gain, the peace they experience, and the trust they place in her guidance. Her clients are not accounts, they are individuals, families, and futures she feels responsible for.

Because for Janine van Jaarsveld, this is not just a profession, it is a calling to serve, guide, and make a meaningful difference in every life she touches.

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CONTACT

Email Address

janine.vanjaarsveld@attooh.co.za

Website

www.attoohconsultingservices.co.za

Mobile // Office Number

C: +27(0)82 378 9012

T: +27(0)44 874 7374

Physical Address

Office 1, First Floor, 27 York Street,
George, 6530



QUALIFICATIONS

BCompt (Hons)

AdvDip (Taxation: Mining)

AdvDip (Pastoral Narrative)

CA(SA), Financial Advisor



BUSINESS EXPERIENCE

Financial Advisor | attooh! Discovery
(Past 3 years – Present)

Providing holistic wealth management and tax-efficient financial planning for individuals, business owners, high-net-worth clients, and corporate entities, integrating CA(SA) expertise with registered financial advisory services (RES).

Chartered Accountant (SA) |
Independent Practice (40+ years)

Specialised in taxation and financial structuring across a broad client base, with a focus on regulatory compliance, long-term wealth preservation, and strategic financial oversight within the South African landscape.



WE BALANCE
ACCOUNTING · ADVISORY · TAX

proudly associated with



Discovery



attooh!
HEALTH | WEALTH | LIFE

**YOU'VE WORKED
HARD TO**
*reach
your summit.*

NOW LET'S MAKE SURE YOU STAY THERE.

Reaching your financial "Everest" is only half the journey. Staying there requires a perfectly balanced foundation beneath you.

Welcome to We Balance, a boutique accounting, tax, and advisory firm where technical excellence meets human insight. We work at the intersection of finance, strategy, and real life, delivering integrated solutions that bring clarity, structure, and long-term stability to individuals, families, and businesses.

No two financial journeys are the same, and neither is our approach. Whether securing your family, optimising your retirement, or building a resilient portfolio, every decision is made with your full picture in mind and your success as the measure.

WHAT WE DO

We Balance offers a comprehensive range of professional services designed to support every aspect of your financial world.

OUR CORE FOCUS AREAS INCLUDE:



Accounting & Financial Management

Accurate, structured financial information that forms the foundation for confident decision-making.



Tax & SARS Compliance

Strategic tax management that ensures compliance while optimising efficiency and protecting your position.



Payroll & Administrative Services

Seamless operational support that ensures accuracy, reliability, and regulatory alignment.



Annual Financial Statements & Reporting

Clear, compliant reporting that reflects the true performance and position of your business.



Advisory & Strategic Structuring

Insight-driven guidance on business structures, tax positioning, and long-term financial planning.



Company, Trust & Estate Structures

Establishing and maintaining the frameworks that protect, grow, and transfer wealth effectively.

DOES YOUR MONEY NEED A "PROFESSIONAL TRAINER"?

Imagine a world where finance is associated with **LIFE, TIME** and **GROWTH** rather than **ANXIETY** and **STRESS**? At attooh! We believe that your financial journey should and could be a journey of enjoyment, fulfilment and escalating success.

It really is time to put **YOU** first. Take control of your finances and allow me, as your Financial Coach to guide you along the way.

MY SERVICES INCLUDE



INDIVIDUAL / FAMILY INSURANCE

- Life cover
- Disability
- Severe Illness
- Income continuation benefit
- Tax Free Investment/savings
- Retirement planning
- Educational savings



BUSINESS INSURANCE

- Keyman Insurance
- Buy/Sell Agreements
- Contingent Liability



PERSONAL BANKING



HEALTH

- Medical aid
- Gap cover



INVESTMENTS

- Local, guaranteed and offshore
- Retirement investments



SHORT TERM INSURANCE

- Personal lines
- Commercial insurance



FIDUCIARY

- Wills and Estate
- Trust and Tax solutions



EMPLOYEE BENEFITS

- Group Risk
- Retirement Funds
- Group Health Solution



VITALITY REWARDS

- Wellness management
- Wellness days

Every client is unique and so is my process in my practice. Allow my team and I to create a personalised, tailor-made financial solution for you. My advice is based on your needs and wants and I will truly commit to your overall financial and holistic success. **Financial freedom could be your reality.**



THE BUTTERFLY EFFECT

The butterfly with its metamorphosis - alludes to our lives as humans. Change is the **ONLY** constant. We celebrate growth, change and your own personal metamorphosis. We'll be there on the journey to guide and assist you toward a life of "permanent purpose".