

MEET IVANA SAVANY

A Latina Whose Heart Beats for Her Community



Written By:
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Ivana Savany is the proud owner of **Savany Financial Services**. Her company offers a wide range of services, including tax preparation, business formation, insurance, and notary public work, all with the goal of helping clients move forward and succeed. Her journey began in 2016, when she discovered a passion for working in the tax field. Since then, Ivana has become a trusted resource and has continued to grow and evolve in the financial services industry.

A big part of her work is serving the Latino and Latina community, many of whom feel more comfortable working with someone who speaks Spanish and understands their culture. While her business offers specific services, Ivana's true mission is to help people. She goes above and beyond to support her clients and uplift the Hispanic community in any way she can. Her work is never just about numbers or paperwork—it's about connection, care, and making a difference. That's what sets her apart.

The Inspiration Behind Savany Financial Services

Ivana was born in Miami, Florida, but her roots run deep in Honduras, where she spent much of her early childhood. When she returned to the U.S. in 2012, she brought with her the warmth and spirit of both cultures. That cultural blend and life experiences have given her the gift of connecting with others in an authentic way. For Ivana, every client becomes family. That's why, during her consulting sessions, she creates a welcoming space where individuals feel safe, respected, truly heard, and most importantly, inspired to achieve their goals.

When Ivana took the leap to run her business full-time, the journey was far from easy, but those early challenges became some of her most treasured memories. They serve as powerful reminders of how far she's come. In the beginning, she used to meet clients wherever she could: in her apartment, at their homes, or in cozy corners of local coffee shops. Her car became a mobile office, always packed with everything she might need—pencils, paper, folders, a printer—so she could stay prepared for any opportunity. Whether it was a scheduled appointment or a chance encounter with a potential client, Ivana was always ready to show up and serve with heart and hustle.

What Ivana cherishes most about those early days isn't just building her business; it's the genuine connections she made along the way. When she met clients at their homes they would often welcome her with a warm cup of coffee



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or a meal, turning each meeting into something memorable. Because her clients came from diverse backgrounds, she had the joy of tasting dishes from a variety of cultures, each one a reminder of the rich diversity within her Hispanic community. Building those relationships fueled her journey, and for her, that's the true key to her business's success. It isn't just about growth, it's about how many lives she can uplift along the way.

As she grew her business over the years, it was her own clients who encouraged her to dream even bigger. Their support gave her the confidence to take a bold step. In 2021, she secured her first office space, and by 2024, she opened Roanoke Tax Services at 3824 Williamson Rd NW, expanding her hours to serve even more people. That milestone ignited her passion even further. Since then, Ivana has become an active presence in the community and is always seeking new knowledge and tools to better serve those around her.



And what happened to that mobile office? Oh, she still keeps her car ready! Ivana still occasionally travels to other cities or states to bring her financial services directly to those who need them.

Finding Community in Roanoke

After moving from North Carolina to Roanoke in 2019, Ivana found herself in a city where she didn't know anyone. At first, it was difficult to navigate local resources, she struggled to find someone who could guide her through applying for programs or accessing services in the area. That changed when she discovered the Facebook group *Nuestro Comercio Latino*. Through that group, she got to meet others in the community and connected with Kat Pascal, who later invited her to join *Latinas Network*.

That invitation was life-changing. Ivana began volunteering, pouring her time and energy into helping other Latinas facing similar challenges. Her commitment eventually led her to join the board of the *Latinas Network*, where she now plays a key role in mentoring, supporting, and advocating for women in the community.

"I love being part of this group because my son can connect with the culture. He's made new friends, and I've found a true support system. I never imagined I'd be part of a summit with the mayor—thanks to these connections," she said. "I never thought he would know who I am."

Ivana was a panelist at the 2025 Mayor's Business Summit, where she shared insights about her small business journey and how to better connect with the Latino community. This experience was a major milestone in both her personal and professional growth.



Dancing, Dining, and Downtown Vibes: Ivana's Go-To Spots

One thing you'll quickly notice about Ivana is her vibrant personality—she's outgoing, charming, and has a natural gift for making everyone around her feel welcome. She loves to talk, laugh, and bring people together, which makes every outing with her unforgettable. So, if you're ever in the mood for a fun girls' night out and some dancing, Ivana is your go-to! She absolutely loves attending salsa nights hosted by Salsa Noke or dancing to the rhythm of any DJ at Inka Grill. For her, dancing is one of the best ways to unwind and enjoy life.

When it comes to food, Ivana and her family love exploring new restaurants around Roanoke—but she definitely has her favorites. Taqueria Rosita holds a special place in her heart, thanks to its Honduran dishes that remind her of home. InkaGrill is always a top pick, and when they're in the mood for Asian cuisine, Hibachi Grill & Supreme Buffet is a family favorite.

And when Ivana wants to soak in the spirit of the city, you'll most likely find her strolling through Downtown Roanoke. She especially enjoys the many festivals held throughout the year. So if you're ever at a local celebration, don't be surprised if you spot her there—smiling, dancing, and making new friends.

Ivana's Words of Courage for Her Latina Sisters

"If you have a dream, step out of your comfort zone," Ivana shares. "I try to do that as often as I can. It's not always easy—in fact, it's often hard—but that mindset has brought me to where I am today. I encourage my fellow Latinas to keep chasing their dreams, even when it feels uncomfortable."

When she arrived in Roanoke, Ivana never imagined she would one day be a panelist at a mayor's summit, serve on a nonprofit board, or run a thriving business. But her belief

in herself—and in the power of taking bold steps—opened doors she didn't even know existed. Those leaps of faith have led her to incredible opportunities, meaningful connections, and unforgettable experiences. Now, she's passing that inspiration on to her Latinas Network sisters, encouraging them to stay brave, take chances, and believe that they too can build something beautiful.



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