

FOR IMMEDIATE RELEASE

Canadians and Spending – Finally a Designation Program for Financial Advisors to Effect True Change

November 12, 2013 Halifax, NS Canada- Financial Services Training Company, The Money Finder, launches the Certified Cash Flow Specialist™ Designation Program for Canadian Financial Advisors.

“When I came in to the industry I thought I’d learn how to help people get more life from the money they already had, but most of what I was taught was product based. So since I couldn’t find what I needed I decided to create it!” say CCS™ Founder Stephanie Holmes-Winton.

Managing cash flow is a challenge most Canadians face. According a report by Statistics Canada released in September 2013, consumer debt has risen to a record level – mortgage debt stands at about 1.1 trillion while other consumer credit has hit \$500 billion. Debt is out of control because Canadians don’t have the strategies they need to manage cash flow. The evidence further supports this with a whopping 59% of Canadians retiring in debt (CIBC July 2012).

Where are the plans from advisors to assist Canadians with debt and savings? According to RBC’s 22nd Annual RRSP poll only 28% of respondents had a written financial plan. And even the Financial Planning Standards Council conceded that far too many Canadians do not have a financial plan (*Forum* Jan/Feb13). Rarely, do the people who have written plans have cash flow strategies integrated within them.

The CCS™ will provide training and ongoing competency assessments to fill this gap and allow Advisors to effect real change with their clients.

The CCS™ doesn’t aim to replace any current designations or training, rather to complement and fulfill one of the single biggest financial needs of Canadians today. Financial professionals need training and support to learn how to provide advice on cash flow, **and it must go beyond budgeting**, which is not sustainable long term.

CCS™ professionals don’t just learn the math behind cash flow planning they learn how to help clients implement the behaviors too. “Math is not the problem here, if it were everyone with a grade six education in Canada would be great with money.” says Holmes-Winton

About the CCS™

The Certified Cash Flow Specialist™ (CCS™) designation is the first program of its kind in Canada. CCS™ professionals will have been tested for competency in the use of cash flow formulas, behavioral spending concepts, debt management, and review

and creation of written cash flow plans and must meet continuing education requirements as well as follow a professional code of conduct. In order to renew the designation, qualifying professionals will have their skills put to the test by completing an annual case study and required to prove they are actively and regularly writing cash flow plans for their clients.

The CCS™ program is managed and owned by The Money Finder. Find out more about The Money Finder <http://themoneyfinder.ca/>

Contact

Chantel Devitt,
Director of Implementation
The Money Finder
26 Morningfield Lane
Dartmouth NS, B2W 0J6
(p 902.476.9739)
(f 902.835.0625)
assist@themoneyfinder.ca
www.cashflow-specialist.com
twitter @themoneyfinder

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