



CCS™ Designation Allows Advisors to Approach Financial Management from a Behavioural Perspective

July 27, 2016 *Halifax, NS* – Greg Wilson says he was drawn toward the CCS™ Designation because Cash Flow Planning™ appeared to be the missing link in terms of the practical application that would enable clients to work more effectively toward their financial plans.

“I was impressed with the idea of looking at financial management from a behavioural perspective and recognition of being a specialist in this area,” he says.

All Certified Cash Flow Specialists™ are encouraged to create their own Cash Flow Plans in order to experience the impact on their own lives. Greg’s implementation of the process helped solidify his belief that clients would experience great benefit.

“Cash Flow Planning™ has worked for me, and I’m amazed at the results in my own financial life. My wife is now retired and we are debt free. My plan is to work with clients and give them the freedom that I’m experiencing as long as I’m able to do so.”

He points out that cash flow is something we all deal with on a daily basis and Cash Flow Planning™ provides clients with the freedom to spend on what they consider to be priority, without the guilt.

“Having the practical guidelines to control overspending, you have practical tools for success,” he says.

He adds that a Cash Flow Plan™ is a sustainable, controlled, and freedom-based path for clients. In fact, he says the best thing about being a CCS™ is having the ability to provide clients with practical direction to help them become free from “financial bondage.”

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About the CCS™

[The Certified Cash Flow Specialist™ \(CCS™\) Designation](#) is the first program of its kind in Canada. Since its launch in November 2013, Financial Professionals in almost every province have received the CCS™ Designation. Certified Cash Flow Specialists™ are tested for competency in the use of cash flow formulas, behavioural spending concepts, debt management, and on the review and creation of written cash flow plans. Designates must meet continuing education requirements, as well as follow a professional code of conduct. In order to renew the designation, qualified professionals will have their skills put to the test by completing an annual case study and will be required to prove they are actively and regularly writing cash flow plans for their clients. The CCS™ is worth 30.75 CE credits from the Institute for Advanced Financial Education.

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

The Money Finder - Contact:

For more on the CCS™ Designation email:

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For a listing of CCS™ Professionals across Canada visit:

<http://cashflow-specialist.com/all-advisors/ccs/>