



## **Certified Cash Flow Specialist™ Says Cash Flow Planning Maximizes Opportunity for Debt Reduction while Accelerating Net Worth**

**June 18, 2015 Halifax, NS** – Certified Cash Flow Specialist™ (CCS™) Jed Levene describes Cash Flow Planning as the "missing piece in the financial planning puzzle." He says the service not only allows clients to feel in control of their financial futures, it also helps them with their financial present.

"I realized that nothing else really mattered for my clients if their cash flow was not under control, or if it was just okay. A Cash Flow Plan maximized opportunities for debt reduction and the acceleration of growth in net worth."

Levene holds many financial designations. In addition to being a Certified Cash Flow Specialist, he is also a Certified Financial Planner, Chartered Life Underwriter, Financial Management Advisor and Certified Health Insurance Specialist. His ideal clients are business owners, and professionals who are beginning to think seriously about their retirement.

"Many clients find cash flow management confusing, and almost esoteric. It does not have to be this way, and there are simple solutions to most issues and simple ways to capitalize on opportunities," he says.

For Levene, the best part of helping clients with their cash flow is observing the confidence and clarity this type of planning brings to their lives. "Because proper cash flow management is not something that we are taught in school, most people feel lost and don't have a decent strategy in place."

If he were to address someone considering Cash Flow Planning he would suggest, "If you think that having a solid grasp and understanding with regards to cash flow would help you to reduce your stress around money, give you more confidence in your financial life, or simply want to be mindful of how and where your money is being spent without being told how to spend it, then cash flow planning is right for you."

He adds, "Personal cash flow management is one of the most rewarding forms of Financial Planning for me. It is the foundation on which all other Financial Planning rests."

## 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/>

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