



## **Certified Cash Flow Specialist™ Provides New Level of Expertise by Offering Clients Cash Flow Planning**

**July 20, 2015 Halifax, NS** – Certified Cash Flow Specialist™ (CCS™) John Stregger says many Canadians are not saving enough on a regular basis, but he knows that it's not because they don't want to, rather, it's because they're not sure how to save more.

"People stress because they worry about how they will fund the things that are most important to them such as family vacations, their kid's educations, paying their mortgage, and a secure retirement. Having a well-thought-out Cash Flow Plan can solve the issue of not saving enough money which, in turn, solves the stress because of the scarcity of money issues."

He says that the process of Cash Flow Planning is not unlike the strategy a successful business employs because it helps families to understand where their money comes from and where it goes each month.

"Cash Flow Planning is right for anyone's situation. Successful and profitable businesses understand where their money comes from, and exactly how much they spend on what is important and profitable for their business. If you want to achieve personal financial success, you need to follow the same metrics that a company follows, which begins with a well-thought-out Cash Flow Plan."

Stregger himself has been a financial professional for over twenty years but he says that becoming a Certified Cash Flow Specialist™ has provided him with a new level of expertise.

He says that Cash Flow Planning removes the daily stress from his clients' financial lives by ensuring that clients are taking care of their long-term goals. Clients know their major financial goals are being taken care of, and additionally, they can rest assured in the knowledge that they are taking advantage of the most efficient debt reduction and wealth accumulation tools available.

"I love what I do because I know I am making a tangible difference in people's day-to-day lives. Collaborating with clients and creating simple, yet highly effective plans for today and the future is very rewarding," he says.

Each Cash Flow Plan will differ as plans are highly customized to suit clients particular financial goals and dreams.

"I thought I knew everything about personal financial planning until I was exposed to this program. The benefits of implementing a simple, but highly effective Cash Flow Plan can mean thousands of dollars to a family in only a few short months. When I realized what I'd been missing out on as a financial advisor, it only made sense to acquire the credentials to bring this service to my clients."

### **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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