

CCS™ Michael McEathron says cash flow planning isn't like work because he loves helping people

June 2, 2014 Halifax, NS – Michael McEathron is one of those people who lives by the saying, *do something you love and you'll never have to work a day in your life*. When asked what he enjoys most about his job he replies, "I don't have a job—helping people make smart choices with the money they have is my life."

McEathron, an advisor at Herod Financial Services in Ontario, says becoming a Certified Cash Flow Specialist™ has changed the way his clients think, "We are no longer viewed as a monthly bill by our ideal clients—but rather, as a valuable asset."

Based in Peterborough, McEathron says, "Given that right now, I'm the only one within a 100 mile radius with the Certified Cash Flow Specialist™ Designation, I feel like the world is my oyster. I'm able to bring a different value proposition to the table."

Like many of the CCS™ advisors, McEathron says he teaches his own clients by example, "I live a cash flow plan so I use my own example—how it has changed our lives."

He says that cash flow planning has allowed him to become an advisor who is able to deal with more than just investments and insurance, "With a cash flow plan, anything is possible. There is a cost to every decision we make in life, good or bad, with a cash flow plan you will make more good decisions without even knowing it."

He adds that cash flow planning allows families to have the money to do what is truly important to them when the time arrives—whether that means travelling throughout retirement or paying off the mortgage faster, depends on the individual client. He says his mission is to help clients avoid retiring with a mortgage and, on average, he is able to help people pay off their mortgages five or six years sooner than they'd anticipated.

"The Money Finder Team has put together a great program to really help advisors connect with their ideal clients on a whole new level. I, for one, wish I would have found it years ago!"

About the CCS™

The Certified Cash Flow Specialist™ (CCS™) Designation is the first program of its kind in Canada. It recently launched, November 2013, and there are currently Financial Professionals who have received the CCS™ Designation in almost every province. 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™ program is managed and owned by The Money Finder. Find out more about The Money Finder <http://themoneyfinder.ca/>

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