

New CCS™ Celebrates Seeing Clients Successfully Fulfill their Financial Goals

February 3, 2015 Halifax, NS – New Certified Cash Flow Specialist™ Zena Amundsen says she knew the feeling surging through her body as she watched runners finish a marathon—it was the same feeling she got as a CCS™ offering her encouragement and support, and then seeing clients successfully accomplish their goals.

"With 20,000 other spectators, I had tears and goose bumps watching the run. I knew how hard everyone had trained and how much effort was spent preparing for the race. I cried when the soldiers, dressed in full gear and backpacks, came across the finish line all together in honour of a fallen soldier. I had a laugh and smile when a couple in their late 80's crossed together holding hands. And when my friends crossed the finish line, I knew that I had the exact feeling before. It was the same feeling I have with my clients when they reach their goals."

She says that financial professionals offer investment and retirement planning but that everyday finances are the missing piece of the puzzle. "When we meet with families, our role is to educate and build confidence around money. This means helping them make the right decisions every day. It is the little constant decisions that create a big impact over time. Because my practice includes Cash Flow Planning and education, I have witnessed a new generation of empowered and confident women and families."

Amundsen not only sees the positive impact Cash Flow Planning has on her clients, she also tested out the process of Cash Flow Planning on her own family. "At first, it became an experiment to see if it really worked. Well, a year later I can tell you it is life-changing. I have two teenagers and I have included them in participating with our household cash flow and basic family finances. I know that I'm giving them the tools, knowledge, and confidence to handle money and make financial decisions."

She says Cash Flow Planning effectively eliminates financial stress in terms of daily spending decisions. "Honestly, between work and family obligations, running a household is just as much work as running a separate business. This is where the cash flow plan provides a process and a plan that still has personal freedom so that money does not feel like another task to 'do'."

She says Cash Flow Planning allows her clients to feel in control and at ease with their money in a new way. "It doesn't matter how much money a person makes or how much money a person spends, we are plagued with emotions and baggage around money.

"The ease of already having a plan in place, and one that meets the needs of everyone in the family, takes the pressure off and is less stressful. Usually the household finances are left to one member of the family and that can be stressful and unhealthy. Cash Flow Planning has been a relationship saver in our house."

Cash Flow Planning is something all Canadians can benefit from. "In a country where we spend sixty-seven cents more than we earn, Cash Flow Planning needs to be on everyone's agenda. It doesn't matter how much you earn—taking control of your money is vital."

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/>

Contact:

Stephanie Holmes-Winton,
CEO of The Money Finder and founder of the CCS™
26 Morningfield Lane
Dartmouth NS, B2W 0J6
(902.229.1112)
assist@themoneyfinder.ca
www.cashflow-specialist.com