



Certified Cash Flow Specialist™ Says Designation Allows for Rekindling of Clients' Dreams!

March 14, 2016 Halifax, NS – Hadriana Leo says she was searching for a way to bring a level of value to the advisory business she was on the cusp of launching when she discovered the CCS™ Designation. “Cash Flow Planning was the final brick in the foundation of my business, Crescendo Financial. I had worked as a licensed assistant for a number of years and was looking for a way to launch my own advisory business while still bringing value that I felt was missing in the product-driven world of investment advice.”

The Certified Cash Flow Specialist™ Designation is specialized training that allows financial professionals to help clients manage daily spending, while funding both short-term and long-term financial goals.

“Clients are able to see results immediately and know in advance what their actions will produce. We are not talking about projections based on anticipated rates of interest or market gains. Instead, I can offer hard dollar and cents calculations,” she says.

As clients are able to see exactly where their hard-earned money is going each month, they are also able to see how much of it they're able to re-direct toward their dreams—one of the most rewarding parts of being a CCS™.

“The best thing about being a CCS™ is seeing the rekindling of dreams that many thought were out of reach. It is almost like clients wanted permission to dream again and the practical, flexible, and realistic Cash Flow Planning process gives them that.”

Hadriana says the Cash Flow Planning process also allows clients peace of mind because they have the knowledge that the plan can be tweaked, if necessary. Not only is there a trained financial professional to guide them, should unexpected life events arise, clients also know that with a customized plan—built around their goals and dreams—they will be able to redirect their spending toward the things that truly matter to them.

“In a world where it is so difficult to find good value for money, Cash Flow Planning allows my clients to maximize the value of their hard-earned money so that they can make intentional and purposeful use of every last penny.”

Cash Flow Planning is for everyone. “As long as we have money to spend, we can utilize the Cash Flow Planning concepts to painlessly and quickly eliminate debt and realize our money-funded dreams.”

Hadriana adds, “I love being a CCS™. There is no way to replace the value that I bring to 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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For a listing of CCS™ Professionals across Canada visit:

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