

10 REASONS WHY YOU SHOULD BECOME A FINANCIALLY-FOCUSED CONSUMER



- Join Our On-Line Community - Participate & Speak with Confidence
- Complete Your Financial Fitness Exercises and Assessment
- Create your Financial Needs Analysis - Create Your Starting Position
- Create and Fund Major Family Milestones – Weddings - Education
- Create your personalized Financial Plan - Manage Your Money™
- Fast-Track Your Mortgage Payment Plan - The Mortgage Eliminator™
- Plan for your Estate Rollover or Succession - Proven Concepts
- Exclude CRA as one of your beneficiaries (Estate Plan)
- Create Income and Cash Flow from your largest Asset
- Elevate your Financial Education & Literacy: Govt of Canada

OUR MISSION: To Elevate the Financial Intelligence Quotient (FIQ) in ALL Canadians

10 ADDITIONAL REASONS TO BECOME A MEMBER AND BENEFIT FROM OUR ON-LINE COMMUNITY

- Receive Objective & Holistic Advice - The Art of Wealth Management™
- Complete Your Financial Makeover - Modular Approach
- Save Money - Build Wealth - Protect Wealth - Successful Succession
- Access to In-Class Courses - Financial Literacy (Govt of Canada sanctioned course)
- Access to Financial Plan creation workshops - Both Professionals and Consumers
- Access to Experts – Financial & Business Coaches - Business Development Planners
- Participate with your peers On-Line: Via Education Forums, Blogs, Webinars, Postings
- Access our Wealth Management library and Resource Centre - Over 3,000 and growing
- Access to themed Webinars: Budgeting 101 - Cash Flow 101 - Goals & Objective Planning
- Access Manage Your Money™ - The Mortgage Eliminator™



MEMBERSHIP IS FREE FOR BOTH PROFESSIONALS AND CONSUMERS

WHY SENIOR MARKETING & BUSINESS DEVELOPMENT EXECUTIVES SHOULD JOIN

- | We Are Opening the entire *Financial Services* and *Wealth Management* markets to *Canadian Professionals* across the Country |
- | We Have Access to and Are Reaching Multi-Licensed Agents | Brokers/Account Managers | Business Development Managers |
- | We are Developing *Real Marketing* Opportunities For *Real Professionals* | We only work with *Financially-Focused* Products |



OUR ACRONYMS

- FFC: Financially - Focused Consumers
- FFP: Financially - Focused Professionals
- FFS: Financially - Focused Service Providers

OUR TARGET MARKET

We have direct access to over **100,000 Professionals** (@50 clients each) who are in-turn connected to **5 Million** Canadians...

Our **Target Audience** of 5 Million Canadians are located in **major urban centres** across Canada and represent our prime target of **middle-class families** who are already working with an existing group of Professionals, such as:

- | Life Insurance Agents/Brokers | Financial Advisors | Stock & Bond Brokers | Mortgage Planners | Realtors |
- | Accountants/Tax-Preparers | Property & Casualty Agents/Brokers | Business Development Coaches |
- | On-Line Marketing Companies | Business Development Managers & Executives |

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