



## **Certified Cash Flow Specialist™ Says CCS™ Designation Provides a Structure that Really Makes a Difference in Clients' Lives**

**January 19, 2015 Halifax, NS** – Newly certified Cash Flow Specialist™ Lisa Lyttle says she was in search of a system that would really make a difference in the lives of her clients and that's when she found The Money Finder.

"Almost a year ago I was introduced to Cash Flow Planning—a process created by The Money Finder—and for the first time in my financial career, I finally pieced together a few great ideas I've heard before into a concept that makes sense and that will actually do more than just lip-service to the world of financial planning."

She says the best thing about being a CCS™ is the ability to help clients manage their cash flow and expenses in an easy way.

Many Canadians have financial products but are not sure of the best ways to use them. Lyttle says the key is having a plan specific to your own income, financial goals, and financial dreams.

"Most people don't seek out specific help, they typically get general or generic financial advice, and don't really know the best plan of action to take or get the recommendations that will help propel them to the next level financially."

As a CCS™ Professional, Lyttle is able to help take the pressure off clients when they experience unexpected expenses because she can easily tweak a Cash Flow Plan to reflect a new situation.

"Cash Flow Planning takes the pressure off me because clients are less stressed about their day-to-day spending and they are also less stressed when things don't always go as planned, or when unexpected expenses come up in life. Yearly reviews help make sure that my clients are still on track to accomplish their financial goals."

Lyttle explains that many of us weren't taught proper financial planning through traditional educational systems, and a personalized Cash Flow Plan not only teaches easy and effective ways to manage money, but also creates the peace of mind financial plan that clients are looking for to ensure their financial goals can be met.

"Clients have never been taught how to effectively manage cash flow. This is not something we learn in school. At the end of the day, there are so many variables to consider that you really do

need a unique, personalized Cash Flow Plan and your plan is unique to you, your income, financial goals, and dreams."

**Contact:**

Lisa Lyttle

[lyttleplanning.ca](http://lyttleplanning.ca)

[ellementsgroup.com](http://ellementsgroup.com)

Phone: (403)-875-0123

Email: [lisa@lyttleplanning.ca](mailto:lisa@lyttleplanning.ca)

**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/>

**The Money Finder - Contact:**

Ryan MacPhail, CSO

M: (902) 497-5456

[rmacphail@themoneyfinder.ca](mailto:rmacphail@themoneyfinder.ca)

[www.themoneyfinder.ca](http://www.themoneyfinder.ca)

For a listing of CCS™ Professionals across Canada visit:

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