



SSC # 11 – PRINCIPLES OF EFFECTIVE MONEY MANAGEMENT

This course is eligible for:

4 Life & A&S CE credits for BC, SK, MB & ON.

4 LIFE CE credits ONLY for AB.

General CE credits as marked on certificate for some Provinces.

What will the Financial Advisor learn as a result of completing this course?

One of the most important factors to keep in mind during today's world of selling and buying is understanding your clients and how they manage their money.

Advisors are in a relationship business, and the key to a good relationship is making it work for both the client and the advisor.

Managing money in today's world is increasingly complicated. Not only do we have more spending options than in the past, but we also now have more choices of how to pay – cash, cheque, credit card, debit card, Interact, pre-authorized withdrawals and through the Internet via Etransfers.

Your clients use their money in different ways, reflecting their values and priorities. Regardless of their financial personalities, what they decide to do with their money today will impact their lives tomorrow. That's why taking control of their money right now – where it comes from and where it goes – is the first step towards a secure future.

You, the advisor can help your clients focus their attention on these areas:

- The role money plays in the financial and estate planning process.
- Insurance needs and solutions.
- Investing for their retirement years.
- How to have an emergency or education fund at their disposal.
- How to take care of any tax implications, the right way!

When the advisor shows the client how and where to find the money, then and only then will their insurance and investment needs be taken care of. However, it's just as crucial that the advisor keep the client's financial needs in mind if they truly wish to bring value to their clients' future.

This course will benefit the Advisor/Broker or Agent who is licensed to sell Life, A&S products or Home/Auto or Commercial insurance products.

This course covers:

- Understanding your clients and focusing on their financial needs.
- Definition of what exactly money management is.
- How the client and prospects can take control of managing money.
- 5 steps for the money management planning process & strategies.
- Financial Statements used in establishing the client's goals and needs - Balance Sheet, Statement of Net Worth, Statement of Lifestyle Expenditures & Statement of Cash Flow and how to use these statements.
- The debt cycle and why your clients get into debt. How debt plays an important part in the insurance planning process.
- The four "C's" of the credit process and why understanding them is important for your client's financial health.
- Personal and business credit and how to manage it - Asset or Pitfall?
- Explanation of interest and how it is charged – Should you be paying it, or making it?
- Land and Home Ownership – Mortgages etc.
- Automobiles – Should you own or lease?
- Useable money management tips that you can give your client's & prospects.
- Various financial terms and what they mean.