



STRESS LESS ABOUT MONEY

Over 70% of Canadians say they are worried about their financial future.

42% rank money as their greatest stressor. 50% are embarrassed to talk about it. And, 40% of couples argue over it.

Yet, most people hate the idea of financial planning (and less than 30% of Canadians currently have a plan in place).

Why? Because traditional planning has a well-deserved reputation for being more tedious, time-consuming and overwhelming than it's worth. The cost of financial advice can be exorbitant. And the recommendations are almost always the same. Spend less. Save more. Work longer. (Which only increases the stress you're already feeling.)

We're revolutionizing the planning experience

How?

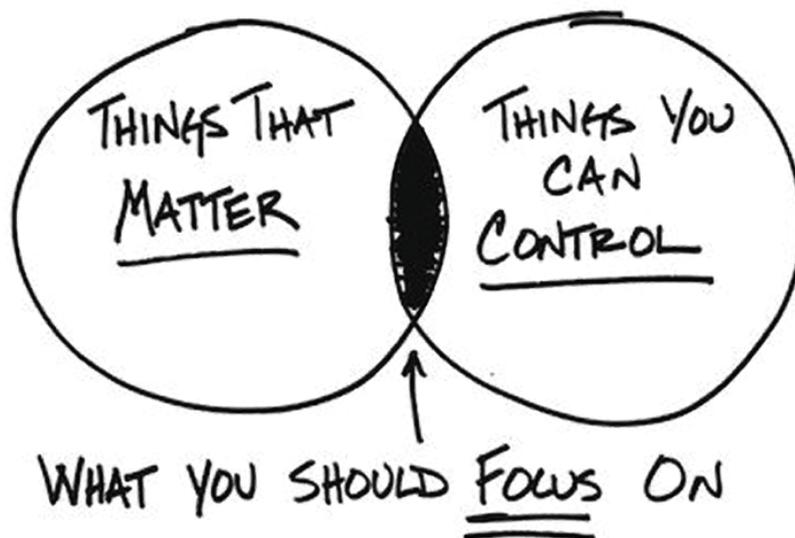
- By putting the planning focus on how you want to live your life, rather than how much money you can accumulate
- By giving you access to tools that offer real-time feedback on the financial implications of your choices – long before you need to commit to them

What makes us so different?

There are a lot of budgeting apps and personal finance tools out there. The majority seem to be obsessed with lecturing you on how to eliminate 'so-called' wasteful spending.

We believe your time and energy will be much better spent if you concentrate on making **Better Money Choices™** going forward, instead of looking backward in regret at what you've spent your money on in the past.

Focusing on your big, life-defining financial choices – and the trade-offs that may be needed to achieve them – will reap far greater rewards than looking for small, incremental savings from cutting back on little things like lattes.



After all, your most valuable asset isn't money. It's time – and how you choose to spend it. Spend it well, and you'll have far fewer regrets.

Being in control of your finances is the ultimate stress reliever.