

BIOGRAPHY



Cynthia Fick is a pioneer in challenging people to recast their relationship to money. She is known for her humor, honesty, and ability to deliver meaningful financial guidance and insights with grace and compassion.

As the founder of FINANCIAL LIFE PLANNERS, LLC, she is a Registered Investment Advisor, one of the highest levels of fiduciary responsibility in the industry.

Cynthia has 20+ years in the field of finance and investing, managing over \$20 million. Her documented track record has placed her in the forefront as a leader in Return On Investment (ROI) for her clients.

Cynthia enjoys steady, exponential growth in this independent financial services firm she established in 1999 because of the holistic approach she offers her clients:

- Direct Unbiased Advice
- Savvy Financial Decisions
- A Thoughtful, Personal Touch

Approachable and open to her clients' ideas, *Cynthia* speaks about real-life situations in language that her clients can retain and put to good use. She makes sure they understand and feel good about their investments.

Knowing that financial success lies not only in how people manage their money, *Cynthia* teaches clients how to manage their beliefs, attitudes, and actions about money. The positive results are real life, too. She is a fee-only advisor which means the customized financial life plan she crafts for each client is focused on growing assets that are not linked to commissions.

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Cynthia Fick

(continued) As the global financial situation has evolved, so has *Cynthia's* mission, from a traditional financial advisor to a financial *life* advisor. In 2002, she expanded her practice to include financial life planning and investment advisory services. She now applies her extensive investment knowledge and training in stocks, bonds, stock options, and mutual funds, to guiding clients through a proprietary **FINANCIAL LIFE PLANNING** process.

This 6-stage system, used exclusively by FLP advisors, uncovers information about how a client's money beliefs are supporting or hindering their financial well-being. The result is a dynamic, personalized financial strategy and the tools to inspire, focus, and guide her clients in their wealth-building practices so that they can *prosper throughout their entire lives*.

Through various financial life tools and media channels *Cynthia* helps individuals remember that their financial dreams can come true, not by magic, but by this powerful and effective process. This potent formula, especially appealing to women, inspired *Cynthia* to develop her seminar just for women, *Wiser Women, Wiser Money*. If women are open to learning, the right teacher has come at the right time.

Prior to founding FINANCIAL LIFE PLANNERS, *Fick* was a financial planner at American Express, Paine Webber, and a financial service manager at Wells Fargo Bank specializing in the conventional and creative real estate loan process.

Fick received her B.S. in Business from Arizona State University. She earned her life coaching certification from CFS Institute.

Local media count on *Cynthia's* financial planning knowledge for the *What They're Buying Now* column of The Arizona Republic, articles for the Ahwatukee Foothills News, and her ongoing column for the Southeast Edition of the Arizona Republic. She is a regular guest on TV shows such as Good Morning Arizona, ABC 15's Sonoran Living and Smart Family, and was the featured Financial Expert on the Mom Time TV show in 2008-2009. Her Financial Tips have been broadcast on station KFNX 1100, Retirement Matters Radio, and station KTAR.

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