

UNIQUE BENEFITS

*Her Exceptional Approach
Yields Superlative Results*



Women-Focused Financial Literacy

As of this year, 2011, approximately 50% of the nation's wealth will be controlled by women, at the same time a significant percentage of female retirees will be facing lower incomes than planned. Addressing the specific needs of this demographic, *Cynthia Fick's* unique approach to helping women build wealth, empowers and enriches women both financially and spiritually.

Her success has earned her an excellent reputation within the financial industry as well as a superb fiduciary rating. She has the heart of a teacher and uses her expertise to instruct and guide women to approach their financial health in an entirely new way. With warmth, patience, and understanding, *Cynthia* helps clients to uncover their attitudes toward money, often the key factors that have been holding women back from attaining significant wealth.

Through personalized attention and skillful questioning, *Cynthia* leads women toward defining their goals and dreams. This new perspective and clarity helps her clients to address their goals within the context of their current investments and expenses. Investment strategies are then tailored to meet each client's specific life goals and risk tolerances. *(continued)*

FINANCIAL LIFE PLANNERS, LLC

4809 E. Thistle Landing Drive, Suite 100, Phoenix, AZ 85044

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(continued) By teaching women to actively manage their finances, *Cynthia* enables them to take the steps necessary to realize their dreams in life. This valuable dialogue is continued with active portfolio management and open communication.



Cynthia Fick

Media Information

Through regular television appearances, seminars, articles, and radio interviews, *Fick's* comprehensive and easily understood method reaches thousands of women across the country. Her upcoming book, *The New Girls' Club: How to Build Your Personal Fortune without Relying on the Old Boys' Network*, is planned for release in the fall of 2011.

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.

With her media experience, seminars, and a book in-progress, *Cynthia* is a ready-for-prime-time spokeswoman “*talking about REAL money matters for REAL people in a relatable style. She helps you with creating and living the financial life of your DREAMS ... here and now.*”

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