



Is it time to get your financial house in order? A Money Coach can help

Money Coaches Canada begins cross-country expansion to help Canadians work through their financial blocks, learn money management and create the life they want

Vancouver, May 26, 2011—It can keep us awake at night, fuel anxiety, strain relationships and leave us feeling embarrassed or hopeless—or lead us to put our head in the sand. It's money, and the relationship most of us have with it is complicated. Considering Canadian consumer debt is at all-time high, it's evident that many of us can relate and could use some help—to get out of debt, make a plan, figure out why we can't seem to save—and discover how we can actually use our money to create the life we truly want. A Money Coach can help us become aware, take action and breathe easy.

How are money coaches different from financial advisors?

Money Coaches are unique financial professionals who, unlike most financial planners, do not sell or promote any financial products. They offer fee-only money coaching. No selling. No commissions. No pressure. No intimidation. No judgment.

Money Coaches Canada is a new, expanding national network of such professionals—skilled and credible financial experts who know that financial peace of mind is about MORE than money. It's about the confidence and quality of life that emerge as we gain control and understanding of our finances. It's about having a professional ally who listens—and who we can trust for unbiased advice and support.

What do Money Coaches do for clients?

Services are personalized and tailored to each client's life and priorities. Through work with a Money Coach, clients can gain:

- an action plan to get the life they want with the income they have
- a roadmap for staying on track with expenses
- a plan to save for what they really want
- a systematic approach for getting out and staying out of debt
- strategies for reducing interest costs
- a plan for increasing net worth
- an understanding of what they need to achieve financial security
- the confidence to have difficult money conversations with spouse and family
- a financial plan for transitional times (divorce, retirement, job loss, starting a business, etc.)

Who are the Money Coaches?

Money Coaches Canada was founded by CEO Karin Mizgala and CFO Sheila Walkington. Due to demand, they have recently begun expanding **Money Coaches Canada** by taking on Associates across the country. Coaches have a range of professional training and accreditations, but all use a holistic, accessible, collaborative, plain-language approach to help clients reach their goals. Although coaches are based in different parts of the country, they are never bound by geography, working with clients in person or via teleconferences and email. Money Coaches Canada is currently looking for more associates to join the team.

Karin's Story

Karin Mizgala (BA Psyc, MBA, CFP) has worked as a financial planner, bank manager, investment advisor, financial educator and life skills counselor. She started her financial career on Toronto's Bay Street, but for years struggled to accept the aggressive corporate culture. With time, introspection and intuition, she decided she needed to get out. She began to build a unique career path, moving to Vancouver and then B.C.'s Salt Spring Island, where she now resides. Her uneasiness with the culture on Bay Street made her determined to develop her own brand of financial planning, combining fee-only advising and financial education—informed by her background in psychology and counseling.

“There comes a time when you need to begin with wherever you are, with whatever you have, and start carving out the life you most desire. Over the years, I learned how to find my way. Today I enable others to do the same.”

Sheila's Story

What **Sheila Walkington** (BBA, CFP) loved most about her job in banking was the opportunity to help people. What she wanted most was a career in financial planning, but she struggled with the model of having to sell investments to get paid. And every day she noticed gaps in the financial industry: No one was teaching people the basics of money management. People would ask her, “Is there a book I can read? Can my bank help me?” The answer for Sheila was bold but simple: She would become an innovator in the world of financial coaching. In 2004, CBC interviewed her as one of the first money coaches in Canada. Sheila has never looked back.

“It's very satisfying to help people meet their goals. My clients become friends. I see them buy houses, get married, have babies, get out of debt, start new jobs, move homes, start businesses. I see them realize their dreams. It's very fulfilling.”

Money Coaches Canada offers clients the opportunity to become more comfortable and more confident with their money. They learn new skills and build new habits that put them in control. Clients set the pace, approve the plan—and reap the benefits.

About Money Coaches Canada

Launched in 2010, Money Coaches Canada (MCC) is a Vancouver-based private company with associates across Canada. MCC offers holistic, fee-only financial advice to individuals and couples.

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