



CASH FLOW | take control of your money

Cash flow plays a big part in how successful you are. Get it right and you'll have control over your money and the freedom to act quickly.

Understanding your cash flow will give you a clear picture of where you are now, and where you could be headed.

If you are one of those people who earns good money, but don't have much to show for it, the right financial advice can help you to identify where you can generate extra cash (surplus) and make it work harder for you.

People who are smart with their money know that they need to choose ways of managing it that are convenient and suit their lifestyle - giving them every chance of success and the opportunity to maximise what they have.

When you start to manage your cash flow you take the first step in building and keeping your wealth. What matters then is how much of your income you keep – and what you do with it. You can maximise your cash flow surplus with good tax planning and debt management. Plus you'll need the right measures in place to protect your wealth once you've made it.

What's your money personality?

We all act differently when it comes to our money – what money personality do you have?

Player	You're focused on the good times and regularly spend more than you earn. You max out your credit cards and make the minimum repayments each month. You know you should organise your finances but there's plenty of time to think about that later... isn't there?
Survivor	You try to be careful with your money but find it hard to stick to a budget. You're on a money treadmill – one month you overspend, the next month you underspend to make up for it – so you might retain the status quo but you never grow your wealth.
Defender	You're a pro at this. You manage your money through a central account, always pay yourself first and you save your surplus each month to invest to grow your wealth.

Getting cash-smart

If you're a player or survivor it's not too late to change your money behaviour.

Visualise

Identify your financial and lifestyle goals so that you have clear targets to aim for and reasons to succeed. Write them down – this will help you to focus on your goals, and help your adviser to tailor your financial strategy so you achieve what's important to you.

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Know your position

Having a realistic and achievable spending plan is a major step in taking control of your money. To get that plan in place you first need to assess your current habits.

Many of us create plans which just don't work – we're eternal optimists and our home-made plans are often more wishful thinking than reality.

Our smart money guide is an exclusive tool designed to help you accurately identify your current money position, and set a liveable budget based on your real situation. You and your adviser will review your income, outgoings and spending habits and identify where you can increase efficiency and minimise wastage. Once you get all your regular outgoings written down you'll get a few surprises about your spending habits!

Control your biggest expense

For most of us tax is our single biggest expense. By assessing your entitlements and recent tax liabilities, your adviser may suggest strategies that will reduce how much you pay, such as re-structuring your investments, taking full advantage of superannuation and maximising your deductions and rebates.

Making it happen

Optimism also leads us to assume that we can solve the problem by simply earning more money. It won't work. Unless you change your habits by putting a system in place that harnesses and directs your income, reaching your financial goals will be a challenge.

Together, you and your financial adviser will identify ways in which you can maximise the efficiency of your cash flow and minimise wastage.

What will happen when you focus on your cash flow

- ✔ You'll change your habits to turn your spending around, and direct your surplus money into wealth-creation
- ✔ You'll realise your goals sooner than you thought
- ✔ You'll improve your tax position as you pay off your debt tax effectively
- ✔ With expert guidance from your adviser, you'll make the right choices every time.

Improving the quality of people's lives through a living financial plan. We assist people to manage their finances to achieve their lifestyle goals reliably, through well researched advice and effective implementation.

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Charter Financial Planning Limited ABN 35 002 976 294 AFS Licence No. 234665
NAB House, Ground Floor, Suite 4, 71 Smith Street, Darwin NT 0800
T. 08 8980 9300 F. 08 8980 9333 W. www.afsnt.com.au