

Financial DNA® Presents: The new "Core Life Motivations Profile"



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Hugh is a Financial Behavior Consultant, Wealth Mentor, Family Wealth Guide and trainer of over 4000 advisors worldwide to use the Financial DNA® Discovery Process, speaker on human behavior and wealth creation and author of Financial DNA® Discovering Your Unique Financial Personality for a Quality Life.

**Financial DNA
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What many others are saying:

"Financial DNA continues to improve. This is amazing development. You have made this process laser sharp. The new reports are insightful and interesting. Very easy for clients to understand. Much easier to use and ask questions from. Less is more!!"

Financial DNA is NOW Quicker, Simpler, Deeper

The Core Life Motivations Profile Replaces the Path 4 and 6 Profiles as Step 1 in the Financial DNA Discovery Process

Benefits

- Much quicker to complete and more user-friendly
- Increased accuracy and deeper discovery of natural behavior
- Enhanced validation of natural behavior stability over long time frames
- Easier to interpret with more understandable and familiar terminology
- Much shorter, clearer and greatly simplified reporting structure
- All facilitation tools automatically combined into the reports
- More direct connection to the financial planning process

Key Features

- 1 profile to complete instead of 2
- Completion time is 10 to 15 minutes instead of 20 to 30 minutes
- 8 Primary factors of behavior and 24 sub-factors
- 10 unique Core Financial Life Profiles instead of 16 blended profiles
- Included in the new 8 page Financial Planning Report are:
 - ✓ 10 Quality Life Behavioral Attitudes
 - ✓ 13 Financial Planning Insights
 - ✓ Advisor-Client Compatibility Matrix
 - ✓ Relationship Summary – Strengths, Struggles, Relationship Essentials

Financial DNA®: Life and Financial Behavior Discovery

What people are saying about Financial DNA:

Knowing how you are hard-wired to behave is more important than the technical and product aspects.

Susan Bradley
Sudden Money
Institute and FPA
Board

Everyone really loved the Financial DNA profiles. It is a fabulous assessment instrument!

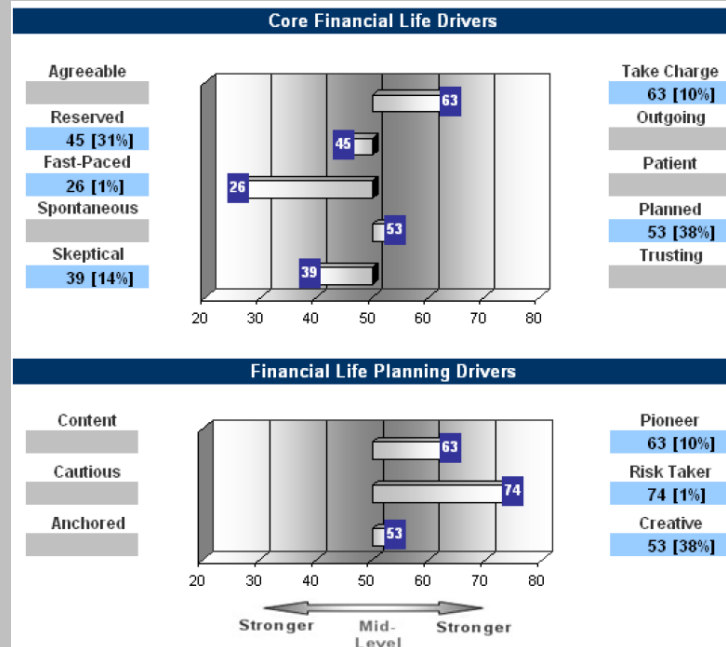
Tammy Surratt
Legacy Wealth
Group

Hugh addresses what I believe is the most important aspect of achieving economic freedom: Know Thyself!

Elizabeth Jetton
Mercer Advisors and
2005 FPA Chair

My clients are now able to better understand what drives their decision making when investing.

George Vieth
ING Advisors



Powerful New Behavioral Insights

Through 8 years of extensive research, testing and validation we have discovered powerful new behavioral insights which are directly linked to life and financial decision-making, including:

- Natural trust – including the propensity for a person to be a Delegator, Open, Approachable and Relaxed
- Risk Taking - separate measurement of Bold decision-making and Risk Tolerance
- Pioneering – the drive to set and pursue goals, including being an Initiator, Competitive and Determined
- Learning Style – including whether a person is Left-Brained or Right-Brained

Ongoing Research

Ongoing research and new product development is being conducted by our International Behavioral Research Institute, including in the following areas:

- Business DNA
- Family DNA
- Entrepreneur DNA