

"When you have money, you have options."

That's the mantra Alynn Godfroy has built her business on, and it's the advice she's given all her clients over the last 17 years.

As a licensed financial advisor, Godfroy specializes in helping families, professionals, and business owners protect and grow their wealth. She also educates clients about the importance of saving for a rainy day...or "just in case."

"The more money you put away, the better you sleep at night," explains Godfroy. "You never know when you might have a little fender bender, or a leaky roof or a flood; you need to plan for those contingencies."

Godfroy strives to make that planning easy and stress-free, regardless of someone's financial situation. With nearly two decades of experience and a wide variety of resources, she has the ability to get clients the most for their hard-earned money.

"I work with over 20 companies across Canada for insurance and investments so I can offer the best products on the market to my clients," explains Godfroy.

So, why is it so important to have a financial advisor? Godfroy likens it to working with a coach; someone who can support you and offer expert advice that will yield better results.

"If you're trying to lose weight, you go to the gym. You might have a good routine, but if you hire a personal trainer, you're going to work a little harder," says Godfroy. "It's the same as having a financial advisor. The difference in your portfolio is up to 200% greater than what you could do on your own."

Having a financial advisor also means having someone who knows your particular situation and has your best interests in mind.

"Sometimes people are just overwhelmed and become paralyzed to make a decision," says Godfroy. "I think I can look at their situation and say 'I'm on the outside looking in; here are some things you might want to consider.'"

Godfroy enjoys having that personal relationship with clients, growing with families as they enter each new stage of life.

"I have clients I remember holding as babies and now they're driving," she says. "I love being a part of that."

In addition to providing sound financial advice, Godfroy also specializes in tax-planning. Her office processes over 600 tax returns a year, helping clients strategically take out money like RRSPs, etc. so they don't pay too much tax. By moving money to a more tax-efficient vehicle, she explains, people are able to keep more of their savings.

"We have a people that have really done well; they've maxed out their TFSA and have a lot of money in registered funds," she explains. "However, they don't realize the tax implications they could face down the line."

When she's not busy crunching numbers, Godfroy enjoys reading about, well...crunching numbers.

"I'm a nerd," laughs Godfroy. "I'm pretty immersed in finance; it's my job but it's also my passion. I read a lot of financial articles because things are changing. There's so much to know and you want to be able to help people."

She finds time to volunteer her expertise as well, sitting on the board of directors for Community Living Windsor for the past seven years.

"You don't realize the challenges that a lot of families face when their child has a disability," says Godfroy.

Whether at work, volunteering, or at home, family always comes first to Godfroy. With four step-children, a toddler, and a new puppy, she has mastered the art of time management.

"I definitely have my hands full," laughs Godfroy, noting that her husband and business partner Terry helps her maintain a solid work/home balance.

Despite a busy schedule, Godfroy continues to help clients navigate the ever-changing landscape of the financial industry, hosting a variety of free online seminars covering topics including estate planning and retirement planning.

She also hopes to write a follow-up to her 2017 book, "Why You Need a Financial Planner."

"I love what I do, so it doesn't feel like work," says Godfroy.

To learn more about Alynn Godfroy, her upcoming seminars, and how she can make your money work for you, visit www.godfroyfinancialgroup.com or call (519) 258-1995.

ALYNN GODFROY



What She's Wearing:
Top: Joseph Ribkoff
Pants: Joseph Ribkoff

