

## WHY?



Apart from knowing *what* we can do to help you improve your financial wellbeing and *how* we do this, our clients deserve to know **why** we do what we do.

Our `why' is based on an epiphany the founder of the company had in 2012 after he had been made redundant from a high paying corporate role, due to a company wide restructure.

He realised that no amount of hard work, dedication and delivering results in a job could protect his future financial wellbeing. Relying on the government or any other external party was also not on the cards.

We are all responsible for our own financial wellbeing and have the power and opportunity to achieve financial independence. This can certainly be done while working in full-time jobs.

Yet most of us are oblivious to this.

Our `why' is to do with helping others improve their financial futures by taking inspired and informed actions that help create true financial independence.

**At Home Advantage, we believe that we can only be successful when our clients are successful.**

That is why we are *laser-focused* on helping our clients achieve positive outcomes; from reducing debt to making sound investment choices to creating sustainable wealth - and all the little things that lead to meaningful financial independence.

**Your success is our success.**