

MEDIA ADVISORY

CANADIANS NEED TO MANAGE THEIR FINANCIAL ADVISORS FOR THE BEST RESULTS, SAYS JIM RUTA IN NEW BOOK

(TORONTO, April 6, 2009) – Thousands of Canadians have lost confidence in the financial markets – and their financial advisors. As a result, many have decided to become their own advisors, figuring they can do as least as well as the professionals.

“The results will be predictably bad,” says Jim Ruta, who reveals how Canadian investors can make the client-advisor relationship work best for them in his newly-released book, ‘Master Your Money Management’, published by The Knowledge Bureau.

“When consumers have higher expectations, advisors will live up to them,” says Ruta, a business tactician for financial advisors for more than 30 years. “When that happens clients and their advisors win.”

But the author cautions that many Canadians may need a new kind of advisor. In *Master Your Money Management* he discloses how to rate your advisor, decide if you need a new one – even how to fire the one you have if necessary – and what that new kind of advisor is.”

“Everyone wants a great advisor and in the book I help clients choose theirs,” says Ruta, “from where to find them, how to interview them and how to select the right one.”

‘Master Your Money Management’ is the third in the new *Master Your Personal Finances* books, published by The Knowledge Bureau, a leading Canadian financial services education institute. The first book in the series, ‘Master Your Taxes’ by Knowledge Bureau President Evelyn Jacks, was introduced in February. The second book, ‘Master Your Retirement’, by Douglas V. Nelson, was introduced last month.

Media is invited to attend the official launch of *Master Your Money Management* and Jim Ruta’s presentation on ‘It’s Not Better Doing It Alone’.

When: Wednesday, April 15th, at 7:30 am for Breakfast
Where: The Albany Club, 91 King Street East, Toronto
RVSP: Kerry Breeze at 416-829-1727; kerrybreeze@yahoo.ca

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TEN STEPS FOR MANAGING YOUR MONEY MANAGERS