

The Finance Couple

Like many of their clients, Wynne and Tim Curran are busy raising a family, working, and trying to make a difference in their community. They're also financial professionals who understand the benefits of planning today for current and future needs. Creating a financial plan aligned with your goals doesn't have to be intimidating or hard, they say.

"Some people have anxiety about disclosing information or a fear of someone trying to sell them things they don't need," Tim says. "Others are worried they'll sound uneducated. They start out saying, 'I know this is a dumb question, but...' We want them to know everybody has financial issues and there are no silly questions."

Tim, an attorney and Certified Financial Planner, believes this so strongly that he wrote a book titled "Keep It Simple \$tupid—How to Protect Your Finances from Wall Street and Yourself." The digital version is available free on their website, and includes information almost anyone can use. "Making things complicated doesn't help people," he says. "We want to be sure clients understand what we're doing and why."

Tim had served clients—many of whom are still with them—for 10 years before asking Wynne, then working long hours in property management, if she wanted to work together. It didn't take long to convince her.

"With two kids in elementary school, I didn't realize I was missing things. Family comes first, and this was best for our family," she says.

Tim says her insight and communication style have been incredibly helpful, fostering an open rapport that benefits clients. "This is a team effort," he says. "You get different perspectives from us."

With both children now in college, the Currans are enjoying Greenville's attractions, including its welcoming, small-town feel. Shortly after moving here, they began supporting and volunteering with Jasmine Road, a residential program for adult women survivors of human trafficking, prostitution, and addiction. "Their focus on women is near and dear to our hearts," Tim says.

The couple's easy camaraderie and genuine interest in people make it easy to see how building relationships has become the centerpiece of their business.

"We're big on transparency on both sides," Wynne says, "If you feel comfortable talking about your life, we'll be better able to help you plan for the future."



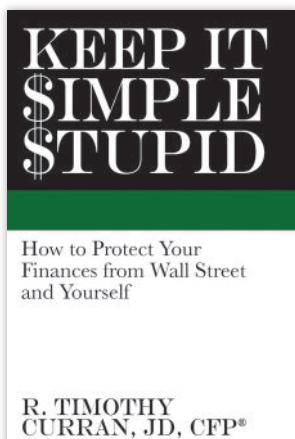
THE FINANCE COUPLE™

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"There's a legitimate point in this compact book by Curran, a certified financial planner: Financial advice need not be filled with technical mumbo jumbo; rather, it should be conveyed in forthright, straightforward terms. The author does so with skill, doling out bits of wisdom about stocks, bonds, cash and asset allocation. Curran writes engagingly, spouting one truism after another."

— Kirkus Review



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