

BERTUS BADENHORST

Financial Advisor

This is the personal / company finance solution the world needs right now. What an honour to meet you! My name is Bertus Badenhorst and I am a Financial advisor and proud member of the attooh! Group of Companies, an award winning, Financial Advisor Group with a national footprint. At attooh! we specialise in a full spectrum of corporate and individual financial services. We are passionate about providing clients with tailored financial plans, personalised financial education packages, as well as forming lifelong bonds. You need a financial advisor on your team, one that is truly concerned about your personal and family financial success.

When you get to know our brand - you will most probably notice our butterfly icon. This butterfly represents metamorphosis / CHANGE. We all know that change is inevitable and we should learn to embrace it. I relate to this company icon, as I believe in a metamorphosis of dynamic change and improvement in my life and yours. I believe in helping my clients to breed and accept a growth mindset and to transform their financial lives. This goes hand-in-hand with our company motto: "We make ordinary people Millionaires and make Millionaires Financially Independent".

With my qualifications, experience and an incredible support staff, I am confident that I can guide my clients to become financially independent Millionaires by implementing holistic, personalised plans to achieve their financial goals and freedom. I have a wealth of experience in the Financial Advisory field and have been in the industry since 2008, working for many prestigious companies such as PSG, Discovery Life and Liberty Life.

I believe that knowledge is an important part of my evolution and continue to expand it by attending regular training seminars, staying abreast of the changes in the industry and being inquisitive of what is going on around me. I obtained my Bcom Marketing qualification in 2007. It is important to me that I add constant value to my clients and their businesses, so I stay up-to-date on legislation, taxation, products, practices and industry news. My association with the Discovery Group means I am able to offer my clients the best financial solutions from a dynamic product range, as well as the benefits of the innovative Discovery rewards programme. We supply tailor-made packages. This along with my personalised service has allowed my clients to make their financial dreams a reality - whilst having a professional and trustworthy advisor along the way. I strive to add value to both their experience and their lives, as we move through the evolution of their financial status. In this uncertain economic climate, it is important for me to maintain a hands-on approach, to ensure that I protect my clients and their businesses from expected and unexpected changes.

It's important for us all to make use of the expertise out there and not to struggle alone. That is why we have invented this very personal service - to guide and support you on your journey. With attooh! by my side, I look forward to guiding my clients on their own financial metamorphosis to achieve their full potential and financial success. A quote I live by is, Success is not finale; Failure is not fatal; it is the courage to continue that counts.

Bertus Badenhorst
Financial Advisor



CONTACT

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QUALIFICATIONS

Bcom Marketing | *Damelin, 2007*

NQF 5 | *Damelin, 2008*

RE 1 & RE 2 | *Moonstone, 2010*



BUSINESS EXPERIENCE

ABSA Life | *Financial Advisor, 2008 -2010*

Discovery Life | *Financial Advisor, 2010 -2015*

Liberty Life | *Financial Advisor, 2015-2021*

attooh! | *Financial Advisor, 2021 - Current*



DOES YOUR MONEY NEED A "PROFESSIONAL TRAINER"?

Imagine a world where finance is associated with **LIFE, TIME** and **GROWTH** rather than **ANXIETY** and **STRESS**? At attooh! We believe that your financial journey should and could be a journey of enjoyment, fulfilment and escalating success.

It really is time to put **YOU** first. Take control of your finances and allow me, as your Financial Coach to guide you along the way.

MY SERVICES INCLUDE



INDIVIDUAL / FAMILY INSURANCE

- Life cover
- Disability
- Severe Illness
- Income continuation benefit
- Tax Free Investment/savings
- Retirement planning
- Educational savings



BUSINESS INSURANCE

- Keyman Insurance
- Buy/Sell Agreements
- Contingent Liability



PERSONAL BANKING



HEALTH

- Medical aid
- Gap cover



INVESTMENTS

- Local, guaranteed and offshore
- Retirement investments



SHORT TERM INSURANCE

- Personal lines
- Commercial insurance



FIDUCIARY

- Wills and Estate
- Trust and Tax solutions



EMPLOYEE BENEFITS

- Group Risk
- Retirement Funds
- Group Health Solution



VITALITY REWARDS

- Wellness management
- Wellness days

Every client is unique and so is my process in my practice. Allow my team and I to create a personalised, tailor-made financial solution for you. My advice is based on your needs and wants and I will truly commit to your overall financial and holistic success. **Financial freedom could be your reality.**



THE BUTTERFLY EFFECT

The butterfly with its metamorphosis - alludes to our lives as humans. Change is the **ONLY** constant. We celebrate growth, change and your own personal metamorphosis. We'll be there on the journey to guide and assist you toward a life of "permanent purpose".