



## TIM MAURER, CFP®, RLP® CHIEF ADVISORY OFFICER

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My NET WORTHWHILE™ is to help increase the joy in your life through the acquisition, cultivation, and allocation of our five most precious resources: time, influence, money, energy, and relationships.

A graduate of Towson University, Tim taught financial planning at his alma mater for seven years. Tim's book, [Simple Money](#), applies the academic findings of behavioral finance to the discipline of personal finance. He is a [CNBC contributor](#) and also writes for [Forbes](#).

A central theme drives Tim's writing and speaking: *Personal finance is more personal than it is finance*. Regardless of our income or net worth, Tim believes our underlying motivations and priorities drive our behavior with money, which ultimately determines our satisfaction in work and life.

Couching timely application in timeless wisdom, Tim educates at corporate events and in television, radio, print, and online media. With a passion for relational communication, Tim has been featured on NBC's *TODAY Show*, CNBC and ABC's *Nightline*, on NPR programs *The Diane Rehm Show* and *Marketplace*, as well as in *The Wall Street Journal*, *The Washington Post*, *The New York Times*, *The Baltimore Sun*, *Kiplinger's Personal Finance*, *U.S. News & World Report* and *Money* magazine, among others.

Tim is a husband and father first and lives in Charleston, South Carolina where he and his wife and three children are active members of their community. Outside of personal finance, Tim's favorite pursuit is music, and he

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plays the drums and sings in a few bands and at his church. He is also part of a group dedicated to serving the second poorest country in the Western hemisphere, Nicaragua, through micro-finance and entrepreneurial ventures.