

# DOLLAR DAME INC.

Personal Finance & Investing Programs

*Shannon Hickey*



is a personal finance expert, founder of Dollar Dame Inc., and former stockbroker who helps women become more “money” savvy than their banker.

Her programs teach how one can save and invest for any type of goal so they can live a life on their terms.

Living below the poverty line as a teenager ignited an interest to solidify financial security at a young age.

A fun fact is her Myers & Briggs personality type is the same as the humble billionaire investor, Warren Buffett.

## *Women*

**39%**

### **DON'T BUDGET**

and 77 percent don't regularly review the performance of their savings and investments because they don't know how or don't have anything saved.

**71%**

### **OF ASSETS HELD IN CASH**

Women hold more conservative short-term investments vs. building wealth long-term.

**8%**

### **PROFESSIONAL INVESTORS**

99% of investment firms are owned by white men, 88% of senior fund managers are white.

## **PERSONAL EXPERIENCE**

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Growing up without financial support or a network Shannon had to create her own financial security by:

- investing in GICs at 15 (after working a few jobs)
- saving \$40,000 and invested in stocks by 24
- buying 1st property at 19 and 2nd at 26
- Never holding any bad debt that couldn't be paid off within interest free period

# INVESTMENT INDUSTRY

## VALUES MISALIGN

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After training on Bay Street and working at two different investment firms the corporate culture, especially, the investment industry culture did not fit well with her.

A lack of diversity (gender, race), along with unethical practices made it difficult to stay working in.

After a decade, Dollar Dame took shape. A truly objective voice was needed from someone that had personal experience, formal education and work experience.



## PROGRAMS

### PRACTICAL & ACTIONABLE

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**Money TLC** helps keep one accountable with prioritizing spending and sticking to a budget.

**Love your Assets, Grow your Assets** is an ETF investing program that simplifies investing for anyone to do.

**Abundance with Age** is a program that helps one know what they need so they can work less or fully retire comfortably.

- reach their financial goals by being accountable to someone.
- become more comfortable with investing by understanding not only the potential returns but also, learn to mitigate risks.
- grow their wealth for those "worst-case" scenarios that may arise in life, or better yet for living life on your terms.

*Dollar Dame helps women*

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