BIO

Tim Maurer, CFP®

Financial Planner | Educator | Author

I was visiting a friend of mine at his office in downtown Baltimore, and prior to lunching, he introduced me to a few folks at his office. When we poked our head into the first office, he turned to me and said, "Well, you're involved in so many different things…how do you introduce yourself?" I answered with the first thing that came to mind. "I'm a husband and a father."

Isn't it interesting that when most people ask who we are, we answer with what we do?

My vocation—as a financial planner, educator and author—is to help clients, students and readers connect who you are to what you do…with your life, in your family, in your career and through the commodity with which you interact the most, your money. It is this personal approach that I bring to your event and your audience.

I love the art of communication, and I've had the privilege to work on mine it in a number of forums. I've been put under the hot lights of a television studio hoping something other than gibberish would come out, including appearances on CNBC, ABC's Nightline, WUSA Channel 9 (CBS in DC), WBAL-TV (NBC in Baltimore) and Fox 45 (in Baltimore). Some of the most fun I have each week is joining my friend and colleague, Drew Tignanelli, as the co-host of Money, Riches & Wealth, a financial radio program on WCBM 680 AM in Baltimore each Wednesday at 6:00pm, and I've had the opportunity to contribute to one of my other favorite financial shows, the NPR program, Marketplace. In the most traditional of media forums, I've been humbled to see my name in papers and periodicals I've admired for years, like 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.

But nothing has prepared me for public speaking as well as teaching my Fundamentals of Financial Planning course for aspiring business students at my alma mater, Towson University. Twice per week, every semester, I'm faced with 30-40 blank stares begging for something more interesting than a pre-fab Power Point presentation from a publisher. Instead, we bring class to life! And in this case, I actually did "write the book." Co-authored with the best-selling author of The Ultimate Gift, Jim Stovall, our book The Ultimate Financial Plan (John Wiley & Sons, 2011) is written for the consumer, but approved by the Certified Financial Planner™ Board for use in the classroom.

Personal finance is more personal than it is

It is my personal approach that I bring to every speaking

The company I am proud to call my vocational home is the Financial Consulate. We're a fee-only, comprehensive financial management company. I am a Certified Financial Planner™ (CFP®) practitioner working with individuals, families and organizations. I also benefit immensely from my affiliations with some great industry associations andcommunities of interest: The National Association of Personal Financial Advisors (NAPFA), The Financial Planning Association (FPA), NexGen and Nazrudin.

Although it took me several years to get on board, I'm now totally smitten with the realm of social media. Yes, I'm now Tweeting and active on LinkedIn. (By the way, if you're having trouble seeing the value in social media, I understand and would be happy to give you a couple of the tips that helped me see its value. Shoot me an email…) And after a friend of mine challenged me to summarize a bunch of complex financial topics in under 90 seconds (if you haven't noticed, I'm a little wordy), the 90 Second Finance YouTube series was born.

The central home for all of my communication is my blog, www.TimMaurer.com. I try to post something new each week—often enough to maintain a relationship, but not so often I'm clogging your information pipeline.

As I mentioned at the very beginning of this bio turned book, my primary aim in life is improve who I am as a person, a husband and a father. It is those responsibilities with which I am charged, first and foremost, and it is to them who I owe my very best. My wife, Andrea, and I are the proud parents of two boys, Kieran and Connor, and attempt to be positively active members of our community. Outside of personal finance, my favorite pursuit is music, and I'm lucky to play the drums and sing in the indie-bluesy-jazzy-rock band, the Jon Maurer Band. I also serve on the board of the Cystic Fibrosis Foundation Maryland chapter, a cause near and dear to me, and on the advisory board of the charitably inclined ice cream company, Taharka Bros., whose Honey Graham ice cream you must try.

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