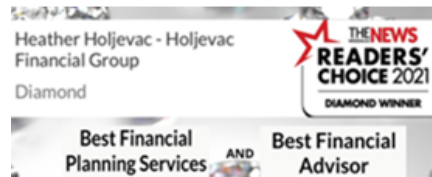


**Heather Holjevac, CFP, EPC, CDFA, FP Canada Fellow, Financial Planner,
Coach, Financial Literacy Advocate**



As an advocate for Women's Financial Literacy and Financial empowerment, Heather Holjevac brings a wealth of knowledge and expertise to our stage. She has partnered with organizations such as with the Alzheimer's Society, Toronto Public Library and Boomers on the Move to deliver numerous educational events and seminars over the years.

A 30 year veteran of the financial services industry, Heather Holjevac is an award winning CFP and fee for service Financial Planner, focusing on retirement and estate planning for women. She has been honored with the FP Canada Fellow Distinction, being one of only 70 in Canada, a 3 year finalist of the Wealth Professional IFSE Institute Award for Financial Literacy Champion, and the 2021 Mississauga News Readers Choice Winner of both the Best Financial Planner and the Best Financial Adviser.

Heather has dedicated herself to assisting thousands of women and their families, providing them with the tools, education and knowledge to improve their financial literacy. Through education, Heather empowers women at all stages of their lives to achieve financial clarity, independence and provides complete financial peace of mind for their retirement and estate concerns, on their terms.

Heather's mission is to assist women in transition, whether they are soon to be retired, retirees, widows, divorcees or caregivers. She assists these groups to navigate the sometimes confusing and vast array of options available as they transition through their various life stages. This includes the decision of whether to age in place or downsize, potential care options, the Disability tax Credit, possibility of becoming suddenly single from divorce or widowhood, living with a chronic illness or being part of the Sandwich generation. She provides these groups with tailored and trusted financial, retirement and estate plans so her clients can live comfortable, meaningful lives with complete financial peace of mind.

As a speaker for the Alzheimer society and expert on the Boomer, senior and caregiver demographics, Heather can help families alleviate the burden of being a Caregiver by providing financial peace of mind as they assist in the care of their aging parents.

Heather founded Holjevac Financial Group in 2019. This has allowed her to focus on being an Independent Fee for Service Financial Planner, while following her passion of improving financial literacy for women in Canada.

Born and raised in Saint John, New Brunswick, Heather moved to Ontario after University and now spends her time between Mississauga and Sauble Beach, Ontario with her husband. With her 2 adult children now finished University and living on their own, Heather is now part of a new club – the Empty Nesters.