



Joseph Williams  
Marketing Manager  
Tel: 01633 851808  
Email: joseph@cashcalc.co.uk

---

FOR IMMEDIATE RELEASE  
November 14, 2016

## **CashCalc surpasses 4,000 users.**

CashCalc, one of the leading financial planning software providers in the UK, are pleased to announce it has surpassed 4,000 registered accounts – the equivalent of 1 in 5 advisers in the UK.

The milestone signifies a “culture change” within the cash flow planning sphere - CashCalc has achieved a user increase of nearly 50% from the start of 2016 as advisers seek a provider that is powerful, intuitive and cost effective.

Ray Adams, Director of CashCalc, said “For the past two and a half years our team has been committed to building an extremely powerful tool that is both easy for the adviser to use and easy for the client to understand.” He added, “Reaching the 4,000 user mark in such a short space of time is an incredibly important milestone as it proves our way of thinking is in line with the demands of the adviser industry.”

Designed by planners for planners, the announcement follows several months of big developments at CashCalc, some of which include a Transact integration and the addition of variable growth rates and stress testing to the Advanced Cash Flow Modeller.

**Ends**

For further information, please contact:

**CashCalc Ltd.**

Ray Adams, Director

Telephone: 01633 851808

Mobile: 07771 787380

Email: [info@cashcalc.co.uk](mailto:info@cashcalc.co.uk)

Website: [www.cashcalc.co.uk](http://www.cashcalc.co.uk)

**Notes to editor**

CashCalc was developed by a team of Chartered Financial Planners from South Wales.

Since its launch in May 2014, CashCalc has accumulated over 4,100 financial advisers

and with it become pioneers in the financial planning process. The software's online

suite of financial planning tools offers over 20 calculators, each of which make it easy

for financial advisers to engage the client in the financial planning process. Their

flagship tools, the Cash Flow Modellers, enable financial advisers to create detailed and

precise cash flow models without any additional complexity. Starting from £30 (+VAT)

per month, the intuitive and versatile suite of tools is fast becoming the go-to choice for

financial planning firms in the UK.