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### **CashCalc reaches 5,000 registered accounts.**

Financial planning software provider, CashCalc, has reached over 5,000 registered accounts.

The company, which was founded by Chartered Financial Planner Ray Adams, provides an online suite of financial planning tools including cashflow modelling.

Launched in May 2014, Adams hopes that this is the year the financial advice industry begins to change its approach to cashflow planning.

He said "We have been committed to building a tool that integrates into the adviser's financial planning process instead of being the entire process. Our new-found milestone indicates that our software is in line with what the vast majority of advisers in the UK now want".

Designed to be both easy for the adviser to use and easy for the client to understand, CashCalc are experiencing their busiest period to date with over 600 registrations so far in 2017 alone.

These figures follow the news that CashCalc and Paradigm have struck a deal which will see CashCalc's online suite of tools become available for the firms Paradigm supports.

Speaking about the deal, Paradigm's Senior Partner, Paul Hogarth said "the simple inputs/powerful outputs approach by CashCalc is what attracted us".

It is therefore no surprise that CashCalc are experiencing a spike in usage so far this year, and early expectations suggest that they are showing no signs of slowing up.

## **Ends**

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## **Notes to editor**

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

Since its launch in May 2014, CashCalc has developed a suite of over 20 financial planning tools and accumulated over 5,000 registered account holders.