TORTUGA
FINANCIAL
ADVICE BEYOND RETURN®

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Tortuga Financial
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www.tortugafinancial.com

OUR PARTNERSHIP & PROCESS

Using our proprietary process, the **CHECKLIST FORMULA®**, we provide comprehensive financial planning and wealth management throughout our long-term partnership. As your life unfolds and your needs evolve, we help you pursue a work-optional lifestyle, check off as many recreational bucket-list experiences as possible, and secure your family investment legacy.

CHECKLIST FORMULA®

- Financial Position
- Risk Management
- Tax Planning
- Work-Optional Lifestyle
- Wealth Management
- Estate Planning
- Value Added Services

CLIENTS WE ARE BEST SUITED TO SERVE

The CHECKLIST FORMULA®, fits best with clients who have specific needs now and in the future that are aligned with our expertise and our process. Our clients have many of the common traits listed below. If this sounds like you, then you will fit right in!

- They have a positive attitude and outlook on life. They are pleasant people.
- They are engaged in our process and think of us as their personal CFO.
- They are driven by purpose and tend to be planning oriented.
- They fully empower us to do our best for them. They do not micromanage.
- They live within their means.
- They value long term relationships.
- They focus on what we are worth, not what we cost.
- They understand markets go down like an elevator and up like an escalator.
- They have desire to give back to people and organizations they care about.
- They have faith in the future and believe in the American spirit.

WHAT YOU CAN EXPECT FROM US

We will:

- Treat you with the utmost respect and professionalism.
- Display our values of hard-work, honesty, diligence, and attention to detail.
- Validate the person who referred you to us.
- Acquire and maintain a thorough understanding of your financial goals.
- Keep your financial information current and your data protected.
- Explain our recommendations in straight-forward language.
- Monitor your investments and adjust, as necessary.
- Keep you updated via your preferred method of communication: email, phone, text, or Zoom.
- Meet at least annually (or more often) to update your Wealth Vision Plan and complete your specific client checklist.
- Strive to provide a comfortable office and Zoom environment where you can talk with real, down-to-earth people who will care about you and your family.
- Act as your primary personal CFO, coordinating the efforts of other related service providers, while helping you save time by maintaining a network of professionals who we can refer you to.
- Act as a sounding board for your family, friends, and colleagues who may need basic financial guidance.

MIKE MAYNES, CFP®

Founder

Phone : (561) 955-6098
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Email : mike@tortugafinancial.com

Mike has firmly established his place in the Boca Raton community, while founding his financial planning firm Tortuga Financial. Mike has developed and refined a process called the Checklist Formula®, which is designed to put all pieces of the financial puzzle together, where clients aspire to achieve financial independence and fulfill their bucket list experiences.

Mike's career started in 1998, and he became a CERTIFIED FINANCIAL PLANNER™ professional in 2004. As a CFP® practitioner, which is one of the most respected designations in the financial services industry, he is held to a fiduciary standard, and is committed to the highest ethical standards of his profession. He brings passion and energy to his interests and never jokes about his work.

When out of the office, you can likely find Mike exploring the underwater world as an avid scuba diver. He also enjoys lifting weights, running, covid-free travel, and coaching girls' soccer.
He resides in Boca Raton with his wife, two daughters, and a loveable mix-breed dog named Benny.

Favorite Sea Creature: Sharks "I respect sharks for their ability to survive on earth for hundreds of millions of years. They are exceptionally beautiful to see underwater in their own environment."

ARIANA SALCEDO

Client Service Associate

Phone : **(561) 955-6098**
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Ariana joined the Tortuga Financial team in May of 2024. She is a native Floridian, student, reader, and just isn't willing to give up her car as it's vital to her day-to-day functions. As a Client Service Associate, she handles a variety of client service and project-oriented tasks, as well as acting as our community liaison. She aspires to learn all things about running a financial planning firm. She joins us as a Finance student at Florida Atlantic University (FAU) and a veteran pancake server.

Ariana considers her mother to be her hero, who is driven, dedicated, and never afraid to tackle jobs she's never done before. She serves as a role model and someone who Ariana aspires to be like.

If not employed in the financial services industry, Ariana may have pursued a career in culinary arts. On weekends, her favorite activities include family get-togethers, study sessions with friends, game nights, going out to eat, and spending quality time with her loved ones. She is passionate about helping others and enjoys immersing herself in a good book.

Her favorite sea creature is the sea turtle. She loves the way in which they swim, calm and without care.

MEET OUR TEAM

DAPHNE HOLLINS

Client Service Associate

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Daphne joined the Tortuga Financial team in November of 2024. She was born and raised in Brooklyn, NY and the northern New Jersey suburbs. Daphne and her husband relocated to the sunshine state in 2020.

She considers her grandparents to be her heroes. They set an example by being hardworking and never afraid of the unknown, while embracing change.

Daphne can be described as compassionate, loyal, punctual, and dependable. These innate attributes help her thrive as one of our Client Service Associates, who handle the bevy of daily tasks helping our clients implement their financial plans.

On weekends, she enjoys reading novels, listening to music and spending time with her husband. Fall and winter Sundays bring NFL football. She loves to uphold annual traditions, such as attending an NFL game with her son, which started over 20 years ago.

As an avid animal lover, Daphne would likely work as an animal advocate at a shelter if she wasn't currently employed to help our clients get closer to their financial goals.
Her favorite sea creature is the octopus, who are complex and intelligent.

OUR PARTNERSHIP WITH LPL FINANCIAL

LPL Financial

LPL Financial is the company we affiliate with. LPL has been a terrific business partner and has never strayed from their mission to support independent financial advisors with a passion for providing quality financial advice, which we believe every client deserves. Over the years our relationship with LPL has grown to include access to an Advisor Relations Team, who helps us provide you with an additional layer of client service. In addition, LPL Financial has invested heavily in technology and tools that enhance the client experience, and help advisors like us guide clients, who are pursuing their financial goals.

LPL Financial is one of the nation's leading financial services companies and a publicly traded company under ticker symbol LPLA. The firm's mission is rooted in the belief that objective financial guidance is a fundamental need for everyone. LPL does not offer proprietary investment products or engage in investment banking activities; this means advisors affiliated with LPL are not pressured or influenced by LPL to sell its products. Thousands of financial advisors nationwide rely on the firm's tools and resources to help them provide financial guidance and recommendations to help meet their clients' needs.

For more information about LPL Financial, visit lpl.com.

Securities offered by LPL Financial,
Securities and advisory services offered through LPL Financial,
a registered investment advisor.
Member FINRA/SIPC.

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