

Rich Stieger is a Canadian Entrepreneur, an expert at sales, and possesses an unshakable desire to make a difference.

Rich has been successful in placing hundreds of Life and Living Benefits cases with the families he serves, but now controls most of his time working with Advisors and developing new systems and process to better serve families. These efforts are directly impacting the financial services sector.

Rich is passionate about educating middle income families and Advisor alike by ensuring they achieve financial wellness and reach new levels of success...

Over the years Rich has grown his skills and earned the respect of industry peers by continuing to perfect the systems and processes required to be successful in working with families. Some of these include, prospecting, presenting, objection handling and more.

Rich is currently the CEO of **Tri City Financial group Inc**, and **The Success Plan Inc**,

The Success Plan is a cloud based Fin-tech company that has over 25 developers spread over Canada and Europe broken up into 3 main groups of business activity

The Success Plan,

Success Plan CRM, and Success Plan Academy.

With Rich's leadership, **The Success Plan** is bridging the gaps within the financial planning process by empowering Families and Advisors with a simple to use financial planning and budgeting tool keeping Advisors and Clients working in sync and keeping Advisors organized ,thriving and compliant thru the **Success Plan CRM**.

Within **Success Plan Academy**, Rich continues to personally coach many Financial Advisors one on one & in group sessions, surrounding financial wellness, sales and how best to build their business and be successful

Rich Stieger's Vision is to create financial wellness within all communities, help Advisors win big and empower the adults with Great Financial Habits so they can pass them on to their children making our communities stronger and better for all.