

MINDFUL MONEY BRINGS PERSONALIZED FINANCIAL COACHING TO INDIVIDUALS AND FAMILIES

NEW FINANCIAL COACHING BUSINESS AIMS TO MAKE PERSONAL FINANCE EASIER TO UNDERSTAND AND LESS OVERWHELMING

FOR IMMEDIATE RELEASE - CHARLOTTE, NC



July 25, 2026

Mindful Money, a financial coaching business founded by Robert Roux, is being developed to help individuals and families gain greater clarity and confidence in their financial decisions.

Mindful Money is intended for young adults, couples, first-time parents, and first-time homebuyers who want to improve their finances but may not know where to begin. The business will provide personalized guidance in areas such as budgeting, debt reduction, emergency savings, homeownership preparation, and long-term goal setting.

"People have access to more financial information than ever, but having information does not always make it easier to know what to do next," said Roux. "I want Mindful Money to give people a place where they can ask questions, understand their options, and create a plan that fits their lives."

The Mindful Money coaching process will begin with a financial snapshot of the client's current situation, goals, and concerns. Clients will then receive help developing a personalized plan, taking manageable steps, and adjusting that plan as their circumstances change.

Roux earned a bachelor's degree in accounting from North Carolina State University and is currently pursuing his MBA at Western Carolina University. He also works in financial planning and analysis, where he supports budgeting, forecasting and business decision-making.

The next stage of development will include finalizing coaching packages, pricing, and the client experience. Mindful Money also plans to gather feedback from potential clients and create additional financial resources through its website.

For more information and updates, visit robertroux.com.

About Mindful Money

Mindful Money is a developing financial coaching business focused on helping individuals and families make clearer, more confident financial decisions. Through personalized education, practical planning and ongoing support, Mindful Money aims to make financial guidance more understandable and approachable. Mindful Money provides financial education and coaching, not investment, tax or legal advice.

Yours Sincerely,

A handwritten signature in dark blue ink that reads "Robert Roux". The signature is fluid and cursive.

Robert Roux
CEO

Good financial decisions begin with a plan. Whether

you're preparing for your first home, paying off debt, or planning for the future.

I'd love to help you take the next step.

What You Can Expect

✓

Complimentary

✓ consultation

Personalized financial

✓ roadmap

Practical guidance

focused on your goals



robertroux.com

Mindful Money



Your Money

Your Goals

Your Plan



Why Mindful Money

Most people don't need more financial advice.

They need clarity.

Every day, people are making decisions about buying a home, paying off debt, investing, saving for retirement, and planning for the future.

The challenge isn't finding information. It's knowing which advice applies to your situation. Mindful Money was created to simplify those decisions through practical guidance, personalized planning and ongoing support.

“Can I afford my first home?”

“Am I saving enough for retirement?”

“Where should I start investing?”

Our Mission:

Helping individuals and families make confident financial decisions through education, planning, and accountability.

How Can We Help

Financial Foundations

Help you build a budget that supports your goals, strengthens your cash flow and creates a solid foundation.

Buying Your First Home

Prepare financially before making one of life's biggest purchases with a plan built around your budget and timeline.

Investing Education

Learn the basics of investing and build confidence before putting your money to work.

Financial Planning

Bring everything together into a practical financial plan that grows with you through each stage of life.

MINDFUL MONEY
FINANCIAL COACHING
Guidance for today. Confidence for tomorrow.

1 CONVERSATION
We start with a conversation about your goals, challenges, and what matters most to you.

2 FINANCIAL SNAPSHOT
We take a clear look at your income, expenses, savings, debts, and investments to understand your full picture.

3 PERSONALIZED PLAN
We create a custom plan that aligns with your goals and priorities—built around your life.

4 TAKE ACTION
We help you take practical steps toward your goals with clarity and confidence.

5 ONGOING COACHING
We stay by your side with regular check-ins, adjustments, and support as life changes.

6 FINANCIAL CONFIDENCE
Gain the knowledge, peace of mind, and confidence to build the future you imagine.

MINDFUL MONEY
FINANCIAL COACHING
Your goals. Your plan. Your future.
We're here every step of the way.

Is Mindful Money Right For You?

You may be a good fit if:

- ✓ You are saving for your first home
- ✓ You are paying off debt and want a plan
- ✓ You're newly married or starting a family.
- ✓ You're beginning to invest.

You don't have to figure it out alone. The first step isn't having all the answers, it's starting the conversation.

Book a Complimentary Consultation:
robertroux.com