



The Money Answers Show
Monday at 12 Noon Pacific
March 7th 2011: Equity Optimization: What Is It and What Does it Mean to You?

We welcome Bill Westrom and David Welles from IFS Development Group, LLC. today. The term equity optimization can be applied towards multiple disciplines- marketing, sales, investing or theoretical discoveries. As an advocate and purveyor of equity optimization strategies and techniques we define and apply equity optimization as: The act of utilizing equitable assets, being it; time, home, education, experience or money in such a fashion or strategy as to generate optimal benefit for self and others. Bill and David will discuss getting more out of what you own and earn by implementing and ex

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Featured Guests



David Welles

David Welles is a consumer advocate and a veteran finance professional specializing in compliance, IT and Operations. David has traveled extensively throughout the United States and has worked with both small and large lenders.

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Bill Westrom

Bill is a personal finance and financial literacy expert and a veteran mortgage professional. He believes the financial health of America starts with the financial health of American consumers.

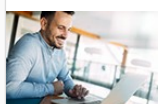
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