

MATTHEW GRAAFF

Financial Advisor

Matthew believes that financial planning is an essential process that should empower, not overwhelm. Too often he's witnessed the consequences of poor planning in the lives of close family and friends. Medical emergencies, jobs losses, the absence of retirement income, these real challenges have shaped his passion as a financial advisor: to help people build strong financial foundations and grow lasting wealth on top of them.

When you work with Matthew, you can expect more than strategies and numbers. His mission is to give you the clarity, confidence, and structures you need to protect what matters, reduce risks, and create opportunities for long-term success.

Matthew provides holistic financial planning across retirement planning, investments, risk management, estate planning and banking solutions. His approach is simple: listen, care, and design strategies tailored to your life. Instead of relying on "one-size-fits-all" solutions, he focusses on individual problem-solving.

With a background in wealth management studies and a passion for finance, Matthew brings both professional knowledge and a commitment to continuous learning. His clients benefit from fresh, up-to-date insights combined with genuine support from an advisor who truly wants to make a difference.

For him, it's not only about helping you manage money, it's about giving you peace of mind, creating security for your family, and ensuring you are well-positioned for the future. Whether you're just starting out, preparing for retirement, or planning for the next generation, he's there to guide you every step of the way.

Beyond financial advice, Matthew is inspired by South Africa's nature, diversity, and vibrant energy. These qualities remind him why he does what he does: financial planning is about people, their security, their dreams, and the lives they want to build.



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CONTACT

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QUALIFICATIONS

NQF 5 Wealth Management, RE1, RE5



BUSINESS EXPERIENCE

GrowthHouse Pty Ltd | Bank Advisor |
2022 - 2023

Markram Durie And Associates |
Financial Advisor | 2024 - 2025

attooh | Financial Advisor | 2025



Discovery



DOES YOUR MONEY NEED A “PROFESSIONAL TRAINER”?

Imagine a world where finance is associated with **LIFE, TIME** and **GROWTH** rather than **ANXIETY** and **STRESS**? At attooh! We believe that your financial journey should and could be a journey of enjoyment, fulfilment and escalating success.

It really is time to put **YOU** first. Take control of your finances and allow me, as your Financial Coach to guide you along the way.

MY SERVICES INCLUDE



INDIVIDUAL / FAMILY INSURANCE

- Life cover
- Disability
- Severe Illness
- Income continuation benefit
- Tax Free Investment/savings
- Retirement planning
- Educational savings



PERSONAL BANKING



WILLS & ESTATES



HEALTH

- Medical aid
- Gap cover



INVESTMENTS

- Local, guaranteed and offshore
- Retirement investments



SHORT TERM INSURANCE

- Personal lines
- Commercial insurance



EMPLOYEE BENEFITS

- Group Risk
- Retirement Funds
- Group Health Solution



VITALITY REWARDS

- Wellness management
- Wellness days

Every client is unique and so is my process in my practice. Allow my team and I to create a personalised, tailor-made financial solution for you. My advice is based on your needs and wants and I will truly commit to your overall financial and holistic success. **Financial freedom could be your reality.**



THE BUTTERFLY EFFECT

The butterfly with its metamorphosis - alludes to our lives as humans. Change is the **ONLY** constant. We celebrate growth, change and your own personal metamorphosis. We'll be there on the journey to guide and assist you toward a life of "permanent purpose".