

# Thinking Big Financial - Planning & Investment Firm

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The real purpose behind the business of financial planning and investment management is to help people to think big about their own lives and take the steps necessary to get to the future they envision. Dealing with your financial life shouldn't be a burden. A solid financial plan should make your life easier, clarify your goals, and teach you how to achieve them. As we work together, we'll map out your vision for your life and harness the tools available to make it happen. Financial planning isn't just about investments and crunching numbers. Yes, planning will involve discussion and implementation of technical aspects and options. But holistically, the planning process is about learning to use what you already have – not what you “should” have. All the while you'll be building financial resilience for the long game. Thinking Big Financial, Inc. is a fee-only financial planning and investment management firm based in New York City. It's owned and operated by Jim Marrocco, CFP®, CFA. Please visit my website at:  
<https://www.thinkingbigfinancial.com>

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