



Pattie ●●● LOVETT-REID

Personal Finance Expert and Financial Commentator



TheSpotlightAgency.com



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For more than three decades, Pattie Lovett-Reid has been helping Canadians make sense of their money. From starting as a bank teller to becoming Senior Vice President at TD Waterhouse Canada Inc. and later Chief Financial Commentator for CTV News, she has earned the trust of audiences across the country by making complex financial issues relatable, practical, and empowering.

Over the course of her career, Pattie discovered something unexpected: while money is essential, it was never the destination. It is the foundation. A strong financial foundation gives people choices, confidence, resilience, and the freedom to build a life that reflects what matters most. That realization inspired *Life Makes Cents*, Pattie's writing platform, where she explores the connection between financial well-being and living a meaningful life.

Pattie served as Chief Financial Commentator for CTV News, where she helped Canadians make sense of their money with relatable, expert advice. Today, she continues that work as Chief Financial Commentator at HomeEquity Bank. She has also shared financial insights on her YouTube series, "Take Charge Now", and appears regularly on CTV's *Your Morning*, helping Canadians make informed, confident financial choices.

A Certified Financial Planner and the bestselling co-author of several books, Pattie has been recognized with numerous prestigious honours, including the Donald J. Johnston Award and the Financial Planning Canada Fellow of Distinction, which celebrated her lasting impact on financial literacy across the country. Pattie also an ambassador for Women's Brain Health, a cause close to her heart.

@Pattie_LovettReid

52.8K+ Followers on Instagram

Audience Demographics



17.5%

16.6% ages 35-44

22.5% ages 45-54

28.8% ages 55-64

24.5% ages 65+



82.5%

Over **86.6%** of Pattie's followers are **Canadian!**

Top cities: Toronto (**15%**), Mississauga



Social Media 



Canadian Tire is
betting on Canada 🇨🇦

Why Canadian Tire's
local first strategy is ...



Why every family
needs a CFO. 💰

👉 Here's how to start
thinking like a CFO at ...



Pattie served as Chief Financial Commentator for CTV News. She has also shared timely financial insights on her YouTube series, "Take Charge Now", and weekly advice on CTV's *Your Morning*, helping Canadians make informed, confident financial choices

CTV
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Pattie is available to partner with brands for a variety of initiatives, including:

- Spokesperson roles
- Media appearances
- Digital video and television ads
- Event hosting
- Guest appearances
- Speaking engagements
- and more

Past partners:





» TORONTO STAR «
THE GLOBE AND MAIL

the social
Running

Investing in training with financial
commentator Pattie Lovett-Reid
The former CTV financial analyst is doing a different type of 'planning' for
Toronto's Sporting Life 10K



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**PATTIE
LOVETT-REID**
IS
**ALWAYS ON
THE GO**



For more information, please contact:

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