



Pattie ●●● LOVETT-REID

Personal Finance Expert and Financial Commentator



TheSpotlightAgency.com



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One of Canada's most trusted financial voices, Pattie Lovett-Reid's career journey is a remarkable one. From starting as a bank teller to becoming the former Senior Vice President at TD Waterhouse Canada Inc., she spent decades making personal finance more accessible and empowering for Canadians. Providing up-to-date market insights, an overview of current economic conditions, and practical financial guidance tailored to today's climate, Pattie shows that making small, intentional shifts in your approach to money — and life — can lead to big results over time.

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 also shares 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.

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

52K+ Followers on Instagram

Audience Demographics

Pattie's Followers are:
Over **60%** Canadian
Over **90%** Female
35% over the age of 65





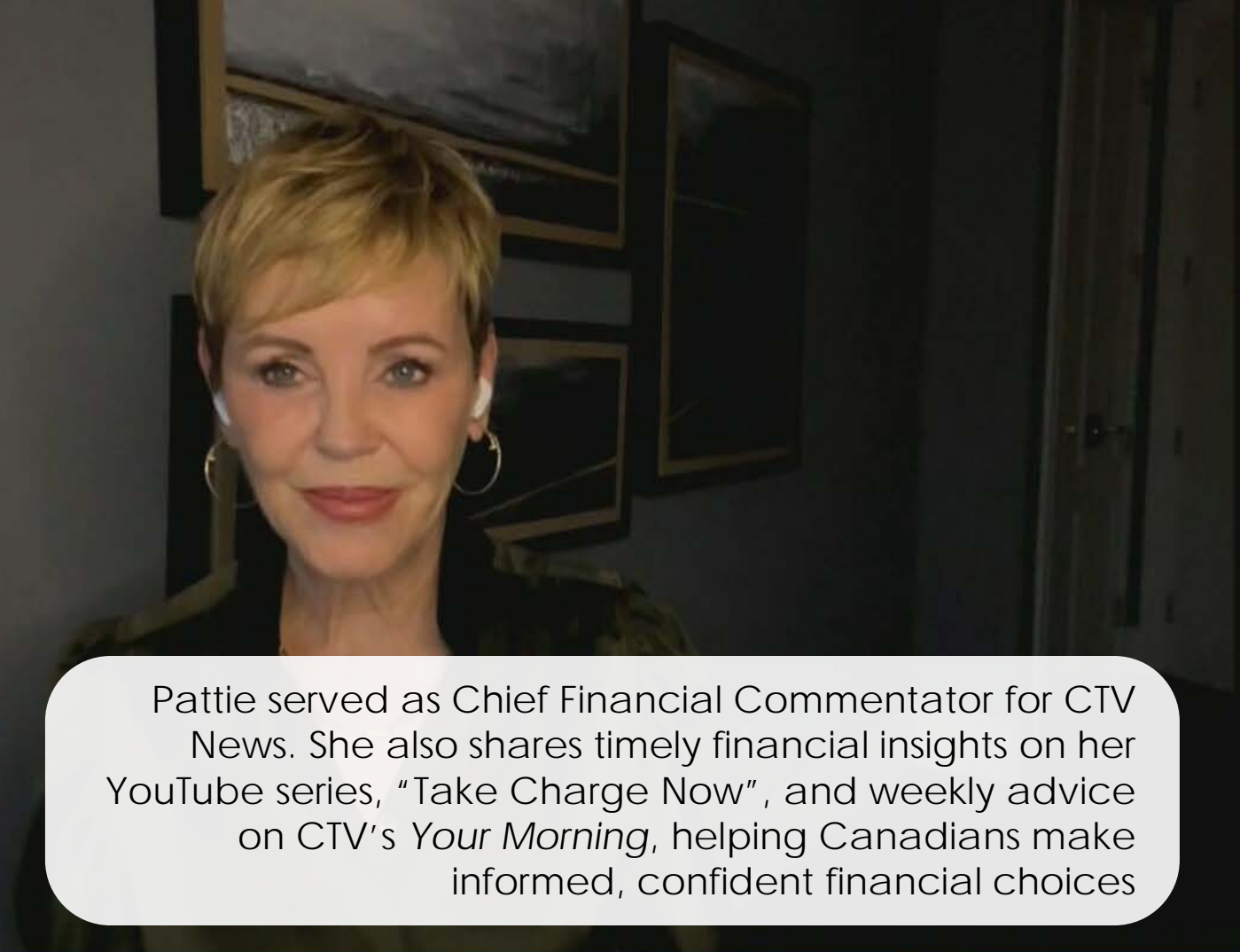
Canadian Tire is betting on Canada 🇨🇦

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



Why every family needs a CFO. 💰

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



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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:





D'FYNE
MAGAZINE

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



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



For more information, please contact:

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Contact Us 