

KOBUS OBERHOLSTER

Financial Advisor & Co-author of The Ordinary Millionaire

Kobus Oberholster is a seasoned Financial Advisor with more than 25 years of experience helping individuals, families, and business owners build resilient, purpose-driven financial strategies. Raised on a farm near Lichtenburg in South Africa's Northwest province, Kobus developed a deep appreciation for hard work, legacy, and generational stewardship, values that continue to shape his approach to financial planning today.

With strong roots in the agricultural community, Kobus has a particular passion for designing rock-solid financial structures for farmers, while also serving professionals and entrepreneurs across diverse industries. His philosophy is simple: financial wellness is never accidental. It requires structure, discipline, clarity, and consistent engagement.

Operating from Pretoria, Kobus is a leading pacesetter within the attooh! network of financial planners, collaborating with more than 300 partners nationwide to deliver integrated financial solutions across South Africa. He blends world-class planning technologies, unique analytical tools, and best-of-breed financial solutions to bring clients a rare combination of clarity, confidence, and control.

Clients value Kobus for the simplicity and precision he brings to complex financial matters. Detail-driven and highly structured, he insists on documented, living financial plans supported by disciplined annual reviews and meticulous record-keeping. He firmly believes that there is no "auto-pilot" in financial planning, only informed decisions guided by ongoing research, strategic insight, and meaningful face-to-face engagement. By blending the art and science of wealth creation, he helps clients arrive financially secure, inspired, and investment ready.

Beyond his professional life, Kobus is a dedicated husband and father who treasures time with family and close friends. Whether around a campfire with a fine South African red wine, planning the next hunting trip, or mapping out a camping adventure, he values connection, tradition, and shared experiences. A committed lifelong learner, he is an avid reader and regular attendee at professional conferences and training programs, continuously refining his expertise to serve the evolving needs of the families and businesses entrusted to his care.

Kobus Oberholster

Financial Advisor



CONTACT

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QUALIFICATIONS

Diploma in Agriculture |
Potchefstroom College of Agriculture, 1993

B-Tech Agricultural Management |
Technicon Pretoria, 1998

Certificate in Tax | *UNISA 2004*

Post Graduate Diploma in Financial
Planning | *UOFS, 2007*



BUSINESS EXPERIENCE

Kobus manages several farming operations over a 10year span after completion of his national service in the SADF.

He is since 2001 involved in helping families and individuals realising their financial dreams and goals.



Discovery

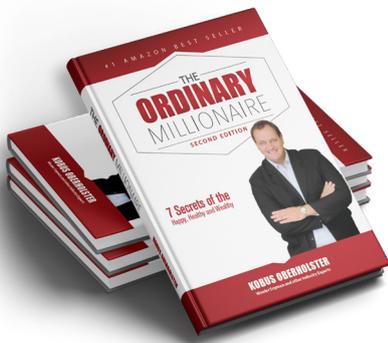


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Financial Advisor & Co-author of *The Ordinary Millionaire*



CO-AUTHOR OF THE #1 AMAZON BEST SELLER



The Ordinary Millionaire book achieved the number 1 Best Seller status. The purpose of the book is to help and educate you, and to guide you along with the secret steps to take on your journey to financial independence.

The aim is to help you get to that "Ordinary Millionaire" status and more importantly, to enjoy life as one of the few who cracked the secret to Financial Independence and the state "Wealthy, Healthy, and Happy." Make sure you visit my website to download a copy of The Ordinary Millionaire.

I am a co-author of The Ordinary Millionaire book. Visit my website and download my FREE Book.

If someone asks you, "Are you a millionaire?" your immediate response would probably be NO if you don't have millions in the bank, right?

We always think that there should be "more to life" and that MONEY would buy us happiness. But, what if someone asks you whether you would trade your family, friends, partner, or your skillset for a million Rand in cash, hmmm then your answer would probably be NO too, right?

The Ordinary Millionaire is attooh!'s financial educational drive. It is based on the fact that YOU ARE indeed a millionaire already. The people you love and the moments of deep, authentic wellness - goes way beyond a life of worldly riches. Your MOMENTS, your happiness, that makes you a millionaire.

The ordinary millionaire is you. It's me. It's when we realise that the millionaire-moments and magic of life is in everything that surrounds us...

Once you have bred your internal millionaire mindset, when you start working with what you have rather than resenting what you don't, you pave a way of true purpose. And then... it's just a simple formula, a proven recipe, strategy, and commitment that will set you on a journey to complement your millionaire mindset with an external, monetary one.

Every single person has the opportunity to become a millionaire. We feel everyone should have the know-how and the knowledge to do so. The Ordinary Millionaire is an initiative inspired and developed by financial experts that want to equip you.



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".