

# TV - RADIO - PODCAST - ON-AIR EXPERT

HOST, AUTHOR, CEO, & FOUNDER OF  
FALCON WEALTH PLANNING, INC.

**GABRIEL  
SHAHIN,  
CFP®**



**1M+**  
VIEWS



**8K+**  
FOLLOWERS



**54K+**  
EMAIL SUBSCRIBERS



**1.9B+**  
AUM



**20+**  
AWARDS &  
RECOGNITIONS



**40+ YR.**  
AVG. AUDIENCE AGE



**Falcon Wealth**  
PLANNING MADE SIMPLE™



# ABOUT GABRIEL



Gabriel Shahin, CFP®

Gabriel Shahin is a Certified Financial Planner, bestselling author, and CEO of Falcon Wealth Planning—a nationally recognized fiduciary RIA firm. A veteran of over two decades in financial advising, Gabriel has managed more than \$1.9 billion in assets and built one of the fastest-growing independent advisory firms in the country.

Shahin is known for translating complex financial strategies into clear, actionable guidance for high-earning professionals and business owners. His ability to break down difficult topics with confidence and clarity makes him an ideal on-air guest—equally comfortable speaking to everyday investors and sophisticated audiences.

As host of the **More Knowledge, More Wealth** podcast, Gabriel has honed his instincts for engaging conversations that educate, entertain, and inspire action.



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# ON-AIR EXPERIENCE

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## TELEVISION

OUTLET	SEGMENT / TOPIC	FORMAT
<u>Schwab Network</u>	Wealth strategy & market commentry	Live interview
ABC15 Arizona (KNXV-TV) Sonoran Living	How The Rich Get Richer	Live interview
ABC15 Arizona (KNXV-TV) Sonoran Living	2026 Retirement Goals	Live interview

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In addition to his television appearances, Gabriel regularly appears as a guest expert on top-ranked financial and business podcasts. These appearances showcase his ability to hold substantive, long-form conversations on complex financial topics—engaging audiences with depth, warmth, and practical takeaways.

## PODCAST APPEARANCES

SHOW	SEGMENT / TOPIC
Michael Kitces	From \$200M to \$1.4B by Spending on Marketing
AdvisorLab by CION	Strategic and Tactical Advice for Building a Successful Business
Financial Advisor Workshop with Brian Kasal	The Art of Minimizing Taxes for Your Clients
Virtual US Financial Advisor	Tax Planning Strategies and Current Economic Situtaion

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Gabriel is the creator and host of the **More Knowledge, More Wealth** podcast, a show dedicated to demystifying financial planning for business owners, high earners, and everyday investors. The show demonstrates Gabriel's natural on-air presence, his gift for accessible storytelling, and his deep technical expertise.



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VIEWS








**54K+**  
EMAIL SUBSCRIBERS

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## SEGMENT TOPICS

### READY-TO-AIR DISCUSSION TOPICS






-  What investors should (and shouldn't) do during market volatility
-  The 3 wealth-building strategies the wealthy use that most people overlook
-  Why traditional retirement planning advice is failing high earners
-  Tax planning: the single highest-impact move most Americans aren't making
-  Real estate vs. stocks: how to think about both in today's environment





# CREDENTIALS

## WHY AUDIENCES TRUST GABRIEL

-  Certified Financial Planner (CFP®) with 20+ years of experience
-  CEO of a \$1.9B+ AUM fiduciary RIA firm — he has skin in the game
-  Barron's Top 1200 Financial Advisor
-  #1 Bestselling author of How The Rich Get Richer (Forbes Books)
-  Featured in Forbes, Barron's, The New York Times, CBS News, CNBC, Wall Street Journal



## FEATURED IN

The New York Times

CBS NEWS

Investopedia

Forbes

Wealth Management.com

MarketWatch

THE  
WALL STREET  
JOURNAL

BARRON'S

FINANCIAL ADVISOR  
FA

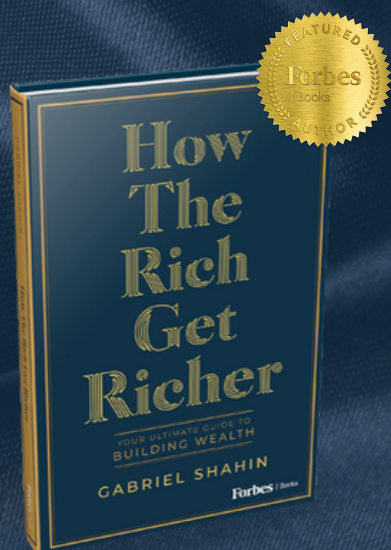


# BOOK

## HOW THE RICH GET RICHER – FORBES BOOKS

A #1 bestselling guide to the mindset and strategies behind lasting wealth. Gabriel's book is frequently referenced in media contexts, giving broadcast producers a natural anchor for interviews on wealth-building topics.

Unlock the mindset and strategies the wealthy actually use to build lasting wealth. In ***How The Rich Get Richer***, Gabriel Shahin—fiduciary advisor and Founder of Falcon Wealth Planning—shares real-world lessons from decades in finance, stripping away industry noise to show you how to grow, protect, and pass on your wealth with clarity.



## The Secret Playbook of the 1%

*"What sets this book apart is its balance of mindset and method. Shahin doesn't just talk about making money; he delves into the psychological habits, long-term thinking, and disciplined behaviors that form the foundation of lasting wealth. His guidance is grounded in real-world experience and delivered in a tone that is both motivational and refreshingly straightforward."*



GET IN TOUCH

Let's  
collaborate  
and create  
something  
extraordinary  
together!



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